JUNE 1955

The Office

Magazine of
MANAGEMENT • EQUIPMENT • METHODS

(See page 67)

Every essential feature engineered into 2 great office typewriters!

1. THE ALL-NEW Smith-Corona "Eighty-Eight" SECRETARIAL

— for feather-light touch . . . effortless speed . . . smooth and responsive action

Secretaries love it because it gets them through the busiest days in a breeze. Bosses appreciate the clean, clear "write." Instant-Set Margins, amazing Page Gage, two added keys (four added characters) and many, many other features speed up the work, take the toil out of typing, cut down on re-writes. The all-new Smith-Corona "Eighty-Eight" has everything!

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A Clerical Cost Control System Using Standard Time Data

EDMOND W. McNAMARA
Systems and Procedures Supervisor, Bassick Co., Bridgeport, Conn.

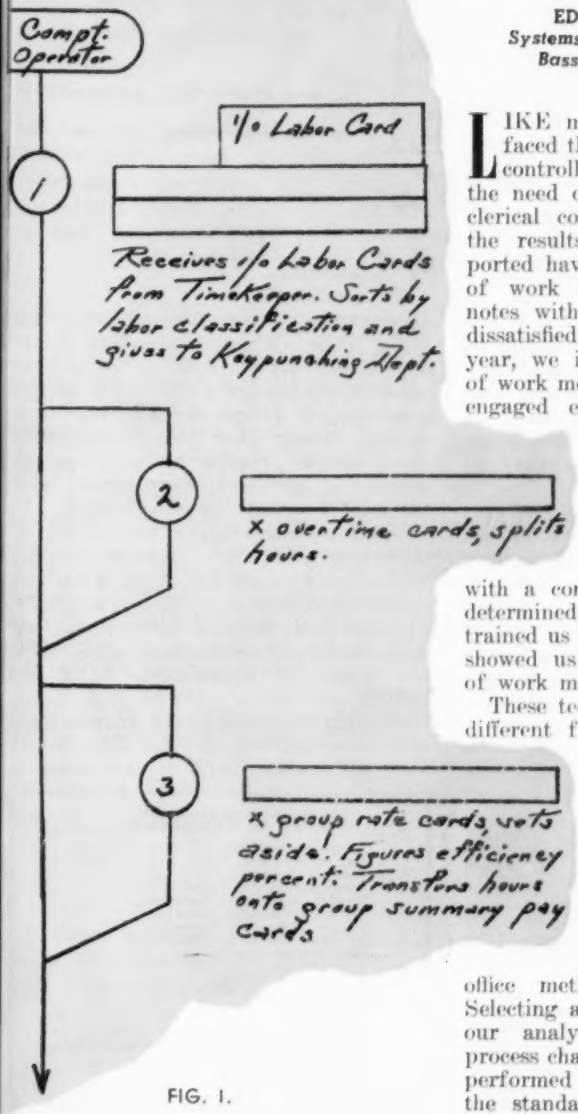

FIG. 1.

LIKE many companies in 1952, we faced the ever increasing problem of controlling clerical costs. We saw the need of a full-fledged program of clerical cost control. Impressed with the results that other companies reported having achieved from programs of work measurement, we compared notes with some of the satisfied—and dissatisfied companies. Finally last year, we instituted a formal program of work measurement for the office. We engaged engineers who furnished us with a comprehensive manual of predetermined standard time data. They trained us in the use of that data. They showed us how to use the techniques of work measurement analysis.

These techniques were not essentially different from those with which most office methods people are familiar. Selecting a department to be surveyed, our analyst prepared detailed flow process charts (Fig. 1) of all operations performed in that department. Using the standard time data, we then developed standard unit time allowances

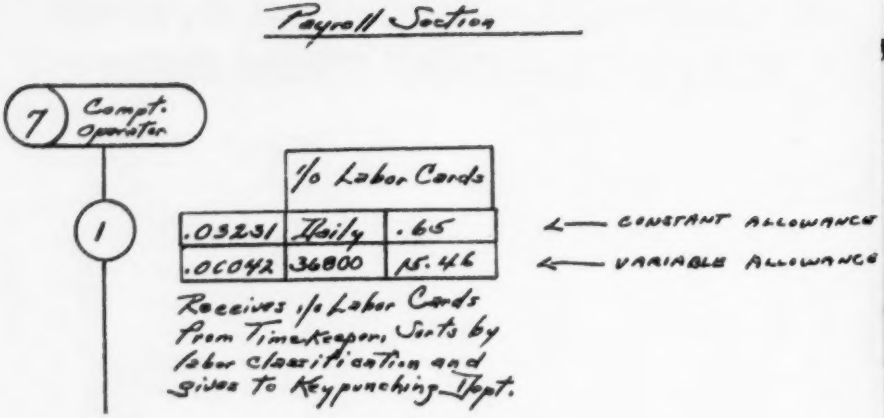

FIG. 2.

for each operation charted (Fig. 2). From extensive analysis we determined average volumes for all significant papers involved in each operation. A typical volume in a billing department, for instance, would be the number of invoices typed.

Multiplying these volumes by the standard unit time allowances we arrived at operational time allowances. Taking the aggregate of all operational allowances we determined the number of standard hours of work produced by the clerical staff in that department. Comparing these standard hours with the actual hours worked, we computed the operating efficiency of the staff during the survey period. This indicated to us just how many people were reasonably required at that level of operation.

Basically we have developed a working clerical budget as a tool by which management could determine the operating efficiency of any department. At the same time it gave them a scientific, yet equitable, basis for determining staffing requirements. To administer this budget, the clerical supervisor was required to keep continuous count of the volumes of all significant papers (Fig. 3). These counts became the major factor in determining the number of standard hours of work performed. Using these computed standard hours and actual payroll figures, the clerical supervisor prepared a monthly performance report (Figs. 4 and 5) which showed, among other things: number of hours paid for, number of hours worked, number of standard hours earned, and the related percentage of efficiency.

Naturally our program was not popularly received. Such programs seldom are. Yet we installed it in those departments where it seemed practicable. Through it we reduced the staff in some departments by as much as 25% without impairing operations. After the novelty and the original sting wore off, the benefits—as well as the drawbacks—became apparent. It was time to sit back and evaluate, and in some respects

PAPERS USED AS THE BASIS OF MEASUREMENT

Exemption Notices.
Pay Attachments.
Changes of Address.
Housing Authority Inquiries
Welfare Department Inquiries.
Insurance Company Inquiries.
Salary Information Requests
Employee Payroll Complaints.
Wage Survey Reports.
Labor Cards.
Rate Change Notices.
Dual Rate Cards.
Clock Cards.
Payroll Checks.
Credit Union Deductions.
Employee Service Fund Deduction Cards.
Union Dues Cards.
Insurance Deduction Cards.
Employee Termination Notices.

FIG. 3.

MONTHLY BUDGET PERFORMANCE REPORT

RTMENT PAYROLL _____ WKS. ENDED SURVEY PERIOD PLANT _____

HOURS PAID FOR	
(a) Regular (40 hr. Basis)	1443.8
(b) Overtime	
(c) Transfers In	
(d) Less Transfers Out	88.0
(e) Total	
(f) Outside Help	
(g) Total Hours Paid For	1355.8
HOURS PAID FOR BUT NOT ON MEASURED WORK	
Vacation	
Illness	
Holidays	16.6
Special Assignments	13.0
Other	
Total	29.6
TOTAL HOURS ON MEASURED WORK	1326.2
STANDARD HOURS OF WORK PERFORMED	1036.0
(OVER) OR UNDER STANDARD HOURS	(290.2)
EFFICIENCY: Survey Month	78.1
Previous Month	
Current Month	

7. AVERAGE HOURLY RATE: (Line 8a) / (Line 1e)

8. PAYROLL COST	PERIOD	MONTHS TO DATE
(a) Regular (Including Trans. In)	$	$
(b) Premium		
Total		
(c) Outside Help		
(d) Total Cost		
9. LESS COST OF HOURS PAID FOR BUT NOT ON MEASURED WORK		
10. COST OF MEASURED WORK		
11. STANDARD COST (Line 4 x Line 7)		
12. NET VARIANCE		
13. ANALYSIS OF VARIANCE		
Excess Staff		
Overtime Premium		
Excess Over Avg. Hrly. Rate		
Total		

COMMENTS

NUMBER OF PERSONNEL

	Surveyed	Current	Currently Recommended
SUPERVISION (NOT MEASURED)			
SUPERVISION (MEASURED)			
CLERICAL (NOT MEASURED)			
CLERICAL (MEASURED)			
TOTALS			

45

FIG. 4.

RTMENT Payroll _____ WKS.

HOURS PAID FOR	
(a) Regular (40 hr. Basis)	1219.2
(b) Overtime	
(c) Transfers In	36.2
(d) Less Transfers Out	35.0
(e) Total	
(f) Outside Help	
(g) Total Hours Paid For	1220.4
HOURS PAID FOR BUT NOT ON MEASURED WORK	
Vacation	2.4
Illness	
Holidays	
Special Assignments	108.2
Other	
Total	110.6
TOTAL HOURS ON MEASURED WORK	1109.8
STANDARD HOURS OF WORK PERFORMED	977.4
(OVER) OR UNDER STANDARD HOURS	(132.4)
EFFICIENCY: Survey Month	78.1
Previous Month	82.0
Current Month	88.0

FIG. 5.

to reconsider.

With the system itself we had no quarrel. The theory was sound and, in practice, we were satisfied that it could achieve those objectives for which it was designed. Aside from reducing our staff, which in itself justified the program, the surveys highlighted the need for considerable methods improvement. This started a trend toward office mechanization. Procedural changes were being made constantly. This necessitated numerous adjustments in the standards as previously set. Such events can require a staff of work measurement analysts. They can be a strain on any supervisor. Added to this was the burden of recording the control volumes and preparing performance reports. We decided that, in our circumstances, the system as originally instituted was

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
Clock Cards				Labor Cards				Cols. 2 + 6	Cols. 4 + 8	Constant Hrs		Tot. Std. Hrs	
Monthly	Std. Hrs.	Weekly	Std. Hrs.	Monthly	Std. Hrs.	Weekly	Std. Hrs.			Monthly	Weekly	Monthly	Weekly
2200	60	550	15	13000	32	3250	8	92	23	220	55	312	78
2400	65	600	16	15000	36	3750	9	101	25	220	55	321	80
2600	71	650	18	17000	42	4250	11	113	29	220	55	333	84
2800	76	700	19	19000	46	4750	12	122	31	220	55	342	86
3000	82	750	21	21000	51	5250	13	133	34	220	55	353	89
3200	87	800	22	23000	56	5750	14	143	36	220	55	363	91
3400	93	850	23	25000	61	6250	15	154	38	220	55	374	93
3600	98	900	25	27000	66	6750	17	164	42	220	55	384	97
3800	104	950	26	29000	70	7250	18	174	44	220	55	394	99
4000	109	1000	28	31000	76	7750	19	185	47	220	55	405	102
4200	114	1050	29	33000	80	8250	20	194	49	220	56	415	104
4400	120	1100	30	35000	85	8750	21	205	51	220	56	425	106
4600	125	1150	31	37000	90	9250	23	215	54	220	55	435	109
4800	130	1200	33	39000	95	9750	24	225	57	220	55	445	112
5000	136	1250	34	41000	100	10250	25	236	59	220	55	456	114
5200	141	1300	35	43000	105	10750	26	246	61	220	55	466	116
5400	147	1350	37	45000	109	11250	27	256	64	220	55	476	119
5600	152	1400	38	47000	114	11750	29	266	67	220	56	486	122
5800	157	1450	39	49000	119	12250	30	276	69	220	55	496	124
6000	163	1500	41	51000	124	12750	31	287	72	220	56	507	127

FIG. 6. Composite standard allowances. (See page 12.)

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STD. HRS.		MANAGE RESERVE		COMBINED		EXCESS RESERVE		AVAILABLE HOURS		STAFF
M.	W.	M.	W.	M.	W.	M.	W	M.	W.	
312	78	46	12	358	90	120	30	478	120	3
321	80	46	12	367	92	120	30	487	122	3
333	83	47	12	380	95	120	30	500	125	3
342	86	49	12	389	98	120	30	509	128	3
353	88	50	13	403	101	120	30	523	131	3
363	91	52	13	415	104	120	30	535	134	3
374	94	53	13	427	107	120	30	547	137	3
384	96	55	14	439	110	120	30	555	140	3
394	99	56	14	450	113	120	30	570	143	3
405	101	58	15	463	116	120	30	583	146	3
414	104	59	15	473	119	120	30	593	149	3
425	106	61	15	486	121	120	30	606	151	3
435	109	62	16	497	125	120	30	617	155	3
445	111	64	16	509	127	120	30	629	157	3
456	114	65	16	521	130	120	30	641	160	4
466	117	67	17	533	134	120	30	653	164	4
476	119	68	17	544	136	120	30	664	166	4
486	123	69	17	555	140	120	30	675	170	4
496	124	71	18	567	142	120	30	687	172	4
507	127	72	18	579	145	120	30	699	175	4

FIG. 7.

becoming topheavy to administer. We had to seek a simplified way of getting equivalent control, otherwise the system would die of its own weight. After some trial and error we finally evolved the simple plan outlined below.

Our simplified plan has the same objectives as its predecessor: to control clerical costs by maintaining proper staffing through the use of standard data. It is neither as elaborate nor as detailed; nor need it be. Where the original system had to bring the staff from an overstaffed condition to a recommended staffing condition, the simplified plan is required only to consolidate the gains made by the first system. It is expected to maintain the staff at a proper level and keep it from expanding unduly.

In essence the simplified plan is a pair of charts which readily indicate the staffing requirements at any level of standard hours being produced—or to be produced. By relating all operational allowances, as developed in the earlier approach, to a few index volumes, composite standard allowances were developed (Fig. 6). These allowances, multiplied by the current volumes, indicate which line on the chart to consult.

To illustrate the use of the chart, assume these volumes: 5000 clock cards processed, 41,000 labor cards processed. Reading the chart, this indicates 456 total standard hours. Referring to the second section of the chart (Fig. 7), we

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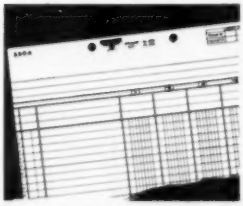
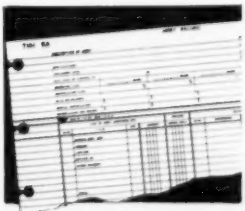
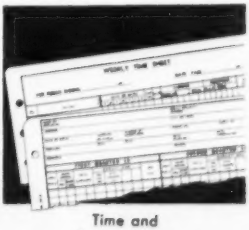


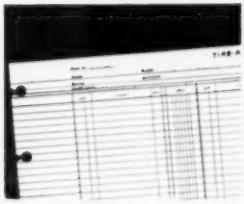
Accountants Analysis Pads



Asset Records

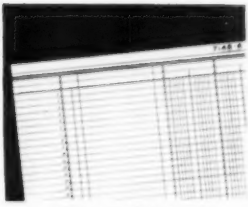


Time and Payroll Forms



Ledger Sheets

Accounting Forms



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locate 456 standard hours in column one and reading across to the last column, we find that four people are recommended.

If the volume of clock cards went down to 4800 and the volume of labor cards increased to 45,000, we would need 459 hours (130 plus 109 plus 220) for the same staff. On the other hand, supposing the volume of clock cards went to 6000 and the volume of labor cards to 51,000. This would figure to 507 hours. Four people would still be recommended. Now suppose activity fell off to 3000 clock cards and 25,000 labor cards. Our total hours would be 363 indicating three people needed. The figures on the chart are also translated into weekly figures (our month is 20 workdays; a week is five workdays). In some departments we show figures in unit rates so that anticipated workloads can be evaluated.

This figuring can be done on a daily, weekly, or monthly basis to help the supervisor in his day-to-day planning. This is deemed more important than concentrating his attention on a periodic performance report as prepared under the previous system. In fact, under the simplified plan we no longer make formal reports to management. The supervisor merely keeps record of a few significant work volumes. When he feels he needs additional help, he uses this data to prove his point. Whenever he is put under pressure to prune his staff, he likewise uses the data to defend his position—and it carries weight.

We have had several months' experience with this modified plan. We have found that there is negligible variation (two to four per cent) in the number of standard hours computed by it as against the number computed under the previous plan. Yet there is considerably less work in administering the program. We have reviewed our results and are satisfied with them. We think that others, who may be burdened with a similar system, might want to consider simplifying.

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LEARNING HOW TO TAKE A VACATION

W. SCHWEISHEIMER, M.D.

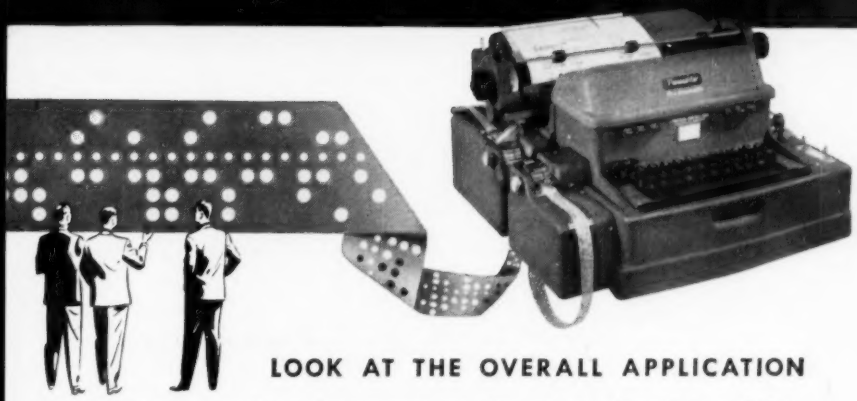
EXECUTIVES often take the wrong approach to vacations. This was one of the conclusions at a meeting in Cleveland of specialists in high blood pressure and heart disease who said that businessmen tend not to take off enough time. Then they crowd into it too much unaccustomed activity.

Francis J. Curtis, vice president, Monsanto Chemical Co., declared in a speech recently that management should protect every valuable company property from misuse. He said that a man 47 years old, who had started his business career at 22 at a salary of $3,600 and had advanced to the second echelon from a top management post and a salary of $40,000, was worth to the company, at the very least, $425,000. This asset

By Ewing Galloway, N. Y.

If you think fishing is boring, you haven't learned to relax.

TAKE A CLOSE LOOK AT FLEXOWRITER PUNCHED PAPER TAPE FOR INTEGRATED DATA PROCESSING



LOOK AT THE OVERALL APPLICATION

Flexowriters produce documents at the point of origin and by-product punched tapes which automatically actuate Flexowriters or other tape-operated machines in the integrated data processing chain. Flexowriters also read tape punched by other business machines to produce printed documents at high speed.

LOOK AT SOME SPECIFIC APPLICATIONS

- Insurance Policies
- Personnel Records
- Billing-Invoicing
- Financial Reports
- Waybills
- Sales Orders
- Addressing
- Purchase Orders
- Communications
- Stock Holders Reports
- Production Orders
- Duplicating Masters
- Accounts Payable Voucher Checks

Let us take a look at your office procedure . . . and show you how Flexowriters integrate data processing.

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☐ Send information about Flexowriters for _____ (application)

☐ Send Free Booklet "How Flexowriters Integrate Data Processing"

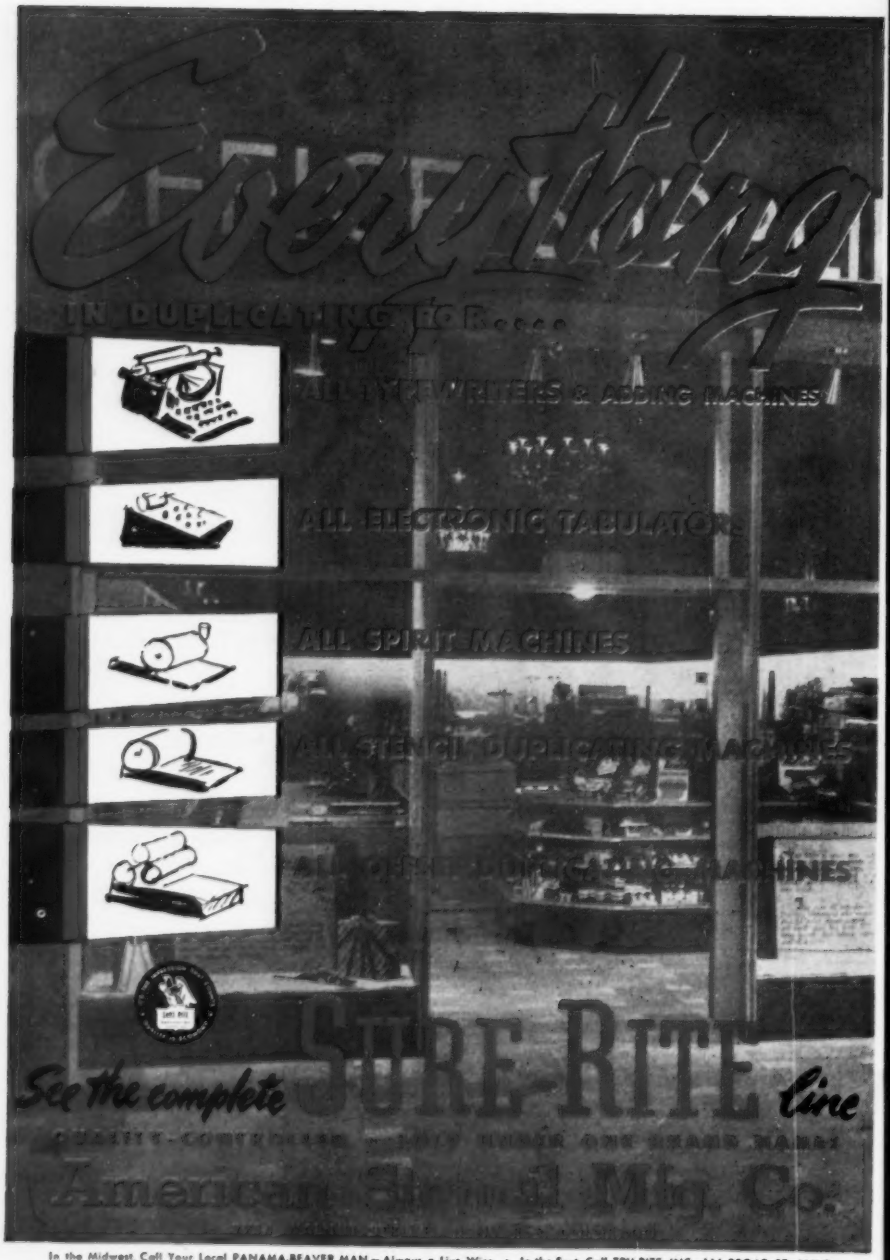
Name _____ Position _____

Company _____

Address _____

City _____ State _____

Sales and Service offices in principal cities—listed in classified telephone directory.



In the Midwest, Call Your Local PANAMA-BEAVER MAN—Always a Live Wire • In the East, Call TRU-RITE, INC., 116 BROAD ST., N.Y.C.

should be protected. Mr. Curtis urged top management to provide able assistants to key executives. He said that there should be regular medical examinations at increasingly frequent intervals and that vacations should be compulsory. He also advised that sabbatical leaves be considered.

Here are some observations and suggestions made by members of the College of Cardiology at Cleveland, regarding vacations of busy people. Don't go at your vacation with the same intensity that you go at your job. Overdoing on vacation may mean real harm to you—playing too much golf, taking too much sun, driving too many miles a day. Don't take less than two weeks' vacation at one time. The average executive needs from a week to ten days to unwind from his high tension.

Theoretically and ideally, you should take a month's vacation, all without interruption. Change in normal routine is vital. Do what you really prefer. If you like primitive living in a fishing camp or in mountain wilderness, don't hesitate. If you prefer an excellent hotel with good food and a congenial atmosphere, you should choose it.

Don't overdo it! Watch the amount of golf you play. If you start to feel tired after 18 holes, you will be doing yourself a big favor if you quit for the day. If you are driving 1,000 miles to your vacation spot, don't try to set a speed record getting there. If you are swimming and sunning on the beach, take your leisurely time to get acquainted with this new physical job. If, during your vacation, things don't work out according to schedule, don't be annoyed and don't get angry. This raises your blood pressure—and vacation is the time to keep it down.

Dr. Walter C. Alvarez, famous consultant of the Mayo Foundation, is a member of the Sierra Club of California which each year takes its members into the high mountains. Their most important but unwritten by-law goes something like this: "Thou shalt never utter

Secretary you dream about

When she's prettying up at two minutes of five, you can say: "Sorry—I must have 3 copies of this report tonight." She won't blink an eye. You'll get your three copies. She'll still leave at 5 P.M.

Amazing what this gal—any gal—can do in a day when there's a Kodak Verifax Copier near her desk. For example: Save you an hour or more of dictation in answering mail; get copies of every inquiry off to salesmen. *Dozens of other short cuts every day!*

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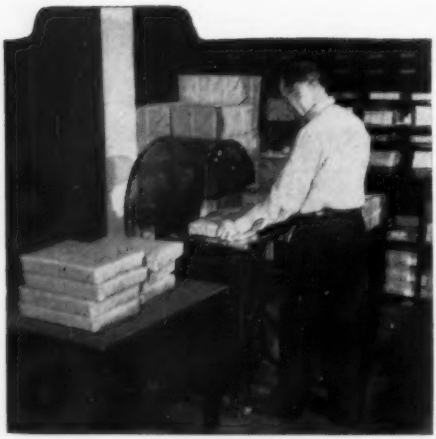

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says G. A. Seyfer, Office Mgr., KIWANIS INTERNATIONAL

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B. H. BUNN CO. Dept. OF-65

7605 Vincennes Avenue, Chicago 20, Illinois

By Ewing Galloway, N. Y.

Protect your head, your eyes and your skin from overexposure to the sun.

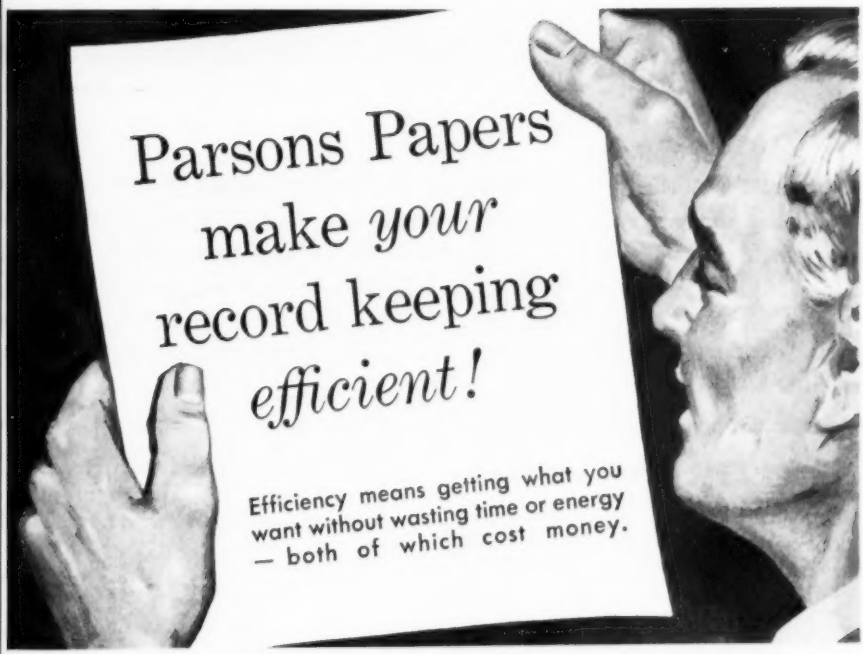
the least word of complaint to the management or thy neighbor if it rains all day and night, and if then thy sheet of oil silk leaks and drips water on thy head, or if the pack train is late and thy sleeping bag and thy food do not arrive until 10 p.m."

For years Dr. Alvarez has gone on the club's outings and many a night he has seen the party wet, cold, hungry and without shelter, but always there was good humor and never any grousing. If people had more patience, it would be a big advantage for the grousers who are the worse for constantly reciting a list of their discomforts and wrongs. Your vacation can be a big success notwithstanding some passing clouds.

Keep away from split-second schedules during your vacation. Vacation is a time for leisurely thinking, leisurely activity, leisurely eating, and plenty of sleep. No telephoning for you during those weeks—not with your office, that is. Take your time for quiet, contemplative thinking to help you to regain serenity and peace of mind, two of the highest assets you can gain from your vacation.

I know a famous psychiatrist in a large city, many of whose patients are executives and businessmen. Part of his treatment consists of sending them away for a few weeks of fishing.

"Is there any better prescription?",



ONCE you make a record on Parsons Paper, you'll never have to copy it because of worn paper. Parsons Papers *last;* these papers pay for themselves over and over again. The cost of copying a set of records may be ten times the cost of standardizing on Parsons for all your records.

Parsons Papers stand up under erasure by rubber, scratcher or chemicals. They won't split or dog-ear and entries won't smudge or spread along the fibers. They're made of strong cotton fibers, which means you can use lighter weights and won't have to waste the costly space that bulky papers use. Paper like this means efficiency and low clerical costs. Parsons makes no other kind. For example:

PARSONS MECHANO FORM

Made with *new* cotton fibers, which is the key to quality in paper, Mechano Form ledger and index-bristol lead in sales because they're economical and efficient. They're available in many sizes and weights so there'll be no waste. They're made in a variety of *matching* colors because clerical speed and accuracy in selection are improved by color-keyed forms and sheets.

"HOW TO GET WHAT YOU NEED IN RECORD-KEEPING PAPERS AND INDEX CARDS"

This is the title of a valuable *free* booklet that will help you materially in setting up, changing or maintaining an efficient record-keeping system. It answers dozens of questions and will make it possible for you to cut down the time and energy used in keeping your records. Write Dept. 43.

PARSONS PAPER

COMPANY

More than 100 Years at Holyoke, Massachusetts

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Let's Talk

The man who said "the little things are the big things" must have had business forms in mind. It's surprising what the right form, or the right *system*, can do for a company. A case in point is the pharmaceutical house that recently corrected a troublesome invoicing system. There are ideas here that will help any invoicing system . . . in fact, any of the 9 key operations of business, as the people at Moore describe them.*

The Old System

A master plate was used to prepare 8 copies of each invoice. There were several unfavorable aspects to this method, among which were

Cost: This was the most important disadvantage. Each invoice cost a little over 11½ cents to produce (counting only the master, the run-off paper, and the machine and labor costs) . . . with 160,000 orders processed each year, this cost mounted up!

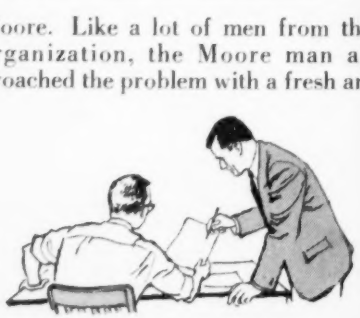
Storage: 4 out of the 8 prepared copies were used only once, then filed.

Appearance: The master plate often became smudged and dusty through storage and had to be remade to prepare presentable customer copies.

Processing: Each invoice copy had to be dated; 2 customer copies stapled and sent to the mail room. This handling method was slow and inefficient.

The New System

The company decided to do something about speeding up their invoicing . . . so they called in a representative from Moore. Like a lot of men from that organization, the Moore man approached the problem with a fresh and



creative viewpoint. In examining any operation, he kept asking "Why?"

The final result was described by the company as "an astounding improvement that had a chain reaction like an atom bomb!" One improvement automatically led to another, and still another, in succession.

THE FORM

4-part Moore Speediset with copies as follows: Customer, Commission, Tabulating, Accounts Receivable.

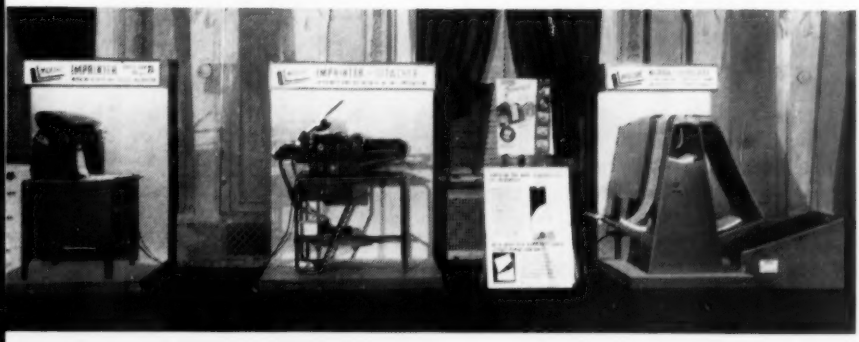
Savings and Gains

The big change was a reduction in number of copies from 8 to 4. Furthermore, a multi-copy invoice became a multi-use invoice. The Moore Speedi-

Forms

set designed as the system's backbone brought unit cost from 11½ cents down to a little over 1½ cents. Overall saving, through various system changes, amounted to more than $15,000 a year.

The system made smooth work-flow possible, with desk duties outlined for each clerk; desks were rearranged to facilitate handling; man-hour savings were realized. If you would like to read more details on this improvement, write Moore for System Survey A-XX, or just fill out the coupon and mail it to the Moore office nearest you.



MOORE BUSINESS FORMS, INC., Dept. O-2
Niagara Falls, N.Y., Denton, Tex., Emeryville, Calif.

Please send me more details on the invoicing system described.

Name _____ *Title* _____

Company _____

Street _____

City _____ *State* _____

*At Moore Business Forms, they break down the operations of business into: Buying, Receiving, Stockkeeping, Production, Selling, Delivery, Billing, Collecting and Disbursing.

Won't get brittle with age!
Won't ooze adhesive!
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Mend valuable papers invisibly!

Here's a mending tape you can use safely on your most important documents, valuable books, maps and office records. It practically disappears on contact with paper, and it stays crystal clear *permanently*.

"SCOTCH" Brand 810 Permanent Mending Tape will never become cloudy or brittle, won't shrink or ooze adhesive. And here's another big advantage ...this new tape has a smooth surface that doesn't reflect highlights, can be written on with pencil, ink or typewriter!

Your tape supplier has "Scotch" 810 Permanent Mending Tape now... see him for a trial quantity!

The term "SCOTCH" and the plaid design are registered trademarks for the more than 300 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining and Mfg. Co., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.

he asked me enthusiastically. "After all, most of my patients suffer from nervous irritations which result from the haste and hurry of their occupational life and the monotony of their days in the city. I send them to a place in the country where they can go fishing for two weeks. There always are two entirely different responses. One group enjoys the new environment and the unaccustomed activity as if at least they had returned to that original condition of living which corresponds most to their innate nature.

"The other group of patients, however, finds it hard to get used to the sudden peace and quiet, and they expect that they will not be able to stand such boredom. But doctor's order say: go fishing for 2 hours the first day, for 3 hours the second day. They swallow that bitter pill like a child takes bitter medicine to do the doctor a favor. Experience shows that after three days they get used to the change. What at first appeared to be unbearably long and monotonous, gets more and more interesting to them. That is the first symptom that their

By Ewing Galloway, N. Y.

If you start to feel tired after 18 holes, do yourself a favor and quit for the day.

You get sharper, faster copies from your **DIRECT PRINT COPY MACHINE** ***when the MASTER SHEET is***

Patapar® Translucent Parchment

Here's news: a special type of Patapar Vegetable Parchment scientifically developed for direct print master sheets. Exceptionally clean, even texture and correct translucency permits intense vertical transmission of ultra violet light. The result is speedier operation, uniformly clear copies . . . and your glowing satisfaction.

Patapar Translucent Parchment has a perfect surface for printing with opaque or regular inks. And you'll like the way it takes typewritten copy, pen and pencil entries, artists' sketches or drawings.

Cost? Patapar Translucent Parchment doesn't cost —it pays!

Write for brochure of samples. Name of nearest distributor on request.

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340 Bryant St., San Francisco 7
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Headquarters for Vegetable Parchment Since 1885

By Ewing Galloway, N. Y.

Don't try to cover too much mileage in a single day's driving. Long daytime driving without sunglasses can cause night blindness.

nervous system has begun to relax and to revive."

Some people, during their vacation, do not need absolute rest. What they actually need is a new kind of activity, completely different from their activity in everyday life. That is why the changed atmosphere during the vacation trip is of decisive help to them. There are new things to be seen and to think about. They get up early and go to bed early. They enjoy nature and new company. They are interested in new ways of eating, in new kinds of sport. All those details together definitely take their minds off the hurry and restlessness of their life at home and in their office.

There are a few main offenses against the common sense of a good restful vacation. Let us give them a quick glance.

Protect your eyes during your vacation! The blinding effects of glare are known to everybody. The effects of overexposure to bright sunlight last longer than most people realize. When you enjoy the long white space of a sandy beach or when, at the wheel of your car, you have the glaring band of the highway in front of your eyes for hours, your eyes undergo certain changes which will not disappear immediately.

Dr. Robert H. Peckham of Philadelphia's Temple University recently studied these happenings in detail. Individuals vary widely, he found, but on

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prevent lost time — and lost orders
build morale among your representatives

The Traveletter System is safe but flexible, as proved by 60 years of use. Its dependability, efficiency, and value are demonstrated by its renewal rate among thousands of users—better than 96.5%! *Here are a few of those users —*

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Western Electric Co. (since 1937)
A. C. Gilbert Co. (since 1934)
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Pennsylvania Salt Mfg. Co. (since 1950)
Commercial Solvents Corp. (since 1951)
Wyeth, Inc. (since 1944)

If you regularly send money to men in the field, you'll want to read our fully descriptive brochure. It will explain the Traveletter System to you, show you how Traveletter *saves money* and *makes money* for your company. Write to Traveletter Corporation, Greenwich, Conn.

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CATALOG

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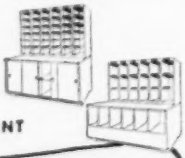

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NAME.....
FIRM.....
CITY.....ZONE.....
STATE.....

an average, sensitivity to light at night is reduced by more than one-third after a day at the beach without sunglasses. In some cases it is reduced by nine-tenths. Bright sunlight bleaches the visual purple, a pigment in the retina at the back of the eye which is needed for vision in dim light. The loss in sensitivity cuts down night vision. If you are an average driver, you may lose 13% of your visual acuity. There are extreme cases when nearly 60% of it has been lost. Much of the effect wears off overnight, but in most people some effect persists for two or three days and, in some cases, it continues for more than a week.

So if you did not use dark glasses during a sunny day, you'd better not drive your car after dusk. You cannot see well enough to make your driving safe. To prevent both discomfort and danger, Dr. Peckham says, wear proper sunglasses, the darker the better. Manufacturers are satisfied if their glasses cut out about one-third of the light rays. Some eye doctors now suggest cutting out as much as 80 to 90%. Advertising which boasts of filtering out "harmful rays", says Dr. Peckham, is actually meaningless. Under the ordinary conditions of summer sun, he says, infrared and ultraviolet rays, both invisible, make little difference.

The *Journal of the American Medical Assn.* recently stated that the average sunglasses, obtained in drug and ten-cent stores, if sufficiently dark, are as a rule comforting to the eyes of the average wearer on an average bright day.

Heat exhaustion and heatstroke are due to overheating of the body. In hot humid weather (sunshine may be absent), too little heat is given off and more heat is produced inside the body. This may increase your body temperature from normal 98° to 104°. The effect is stronger when the liquid lost by perspiration has not been replaced by water.

Long exposure of the uncovered head to the rays of the sun may cause sunstroke. The blood vessels of the brain are

How to Avoid Expensive Mistakes when buying a Copying Machine

Will that machine you buy be able to do *all* your office copying? Or will you lose time and money every time you run up against a job your machine just can't handle?

One type of machine is useless when it comes to copying from colored papers, from spirit duplications, or from originals which are opaque or have writing on both sides. Another type of machine will let you down if you want copies of printing or writing done in ink that does not have a carbon base. When your original has fine details or material set down in colored ink, another machine fails completely.

Only a photocopy machine is equipped to handle the complete range of office copy assignments. And only Copease, of all photocopy machines, can handle 95% of your office copying without any fussing with dial adjustments. Copease gives you clean, dry, non-curling copies *in seconds,* jet black on permanent white. Copease copies of pencil, any ink, crayon, typing, stencil and spirit duplications, offset and printing rival the original for clarity and neatness. And Copease copies under any light, even low-hanging fluorescents or bright sunlight.

Avoid expensive mistakes when buying a copying machine! Compare! Prove to yourself that Copease copies everything with a FREE three-day trial in your own office. Send coupon now!

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Gentlemen: I'd like to have a free 3-day trial of Copease in my office. ☐

Please send free literature. (check one) ☐

Name_____ Title_____

Firm Name_____ Address_____

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overfilled with blood. The face is flushed, the pulse is weak, there is headache, giddiness, vomiting. The patient may suddenly fall unconscious as if felled by a stroke.

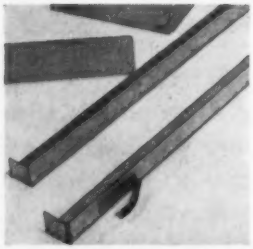
If you meet someone with signs of sunstroke or heat exhaustion, take him to a shady place, cool his chest and head with cold water. Give him water after he has regained consciousness, but not while he is unable to swallow. Small doses of salt in the water are helpful. Sweat contains salt, and the salt lost with perspiration has to be replaced. But more important is replacement of the lost liquid by water.

Tanning of the skin which follows exposure to sunlight is preceded by redness, sometimes swelling and blistering. Pain is severe, belts or suspenders are unbearable. Shock, chills, fever, nausea are signs of severe sunburn. Relief of pain is important. A good anesthetic ointment should be generously applied

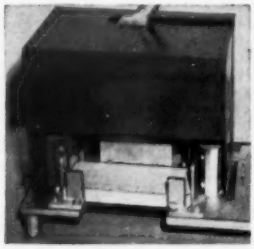
SELF-GUIDE for TAB CARD FILING

PATENTED

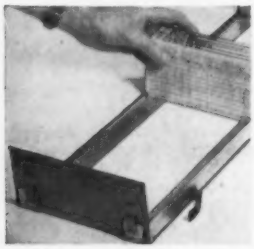
1. Without **SELF-GUIDE**, the average tabulating card tray looks like this.



2. **SELF-GUIDE** is comprised of but four simple, easily installed parts.



3. To notch cards for **SELF-GUIDE**, this corner cutter is used.



4. As the notched tab cards drop below the rails, the un-notched tab cards spring up.

5. All of the tab cards snugly fit the tray, with the guides evenly and easily visible.

6. Converted to **SELF-GUIDE**, this tab card tray has come alive!

Easily installed

SELF-GUIDE

speeds tab card reference! At-a-glance selection saves time and filing costs, and increases efficiency!

Send **NOW** for **FREE** details!

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WESTPORT, CONNECTICUT

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

and covered with gauze. Rest will hasten recovery from sunburn.

You are better off to avoid sunburn by using a sunburn preventive. These preparations are in form of creams, oils or lotions. Often they contain an ultraviolet screen or filter contained in solution or suspension. An efficient sunburn preventive will not permit passage of more than 25% of the effective rays of the sun.

Silence is a powerful drug for restoration of wrecked nerves. In France they tell this story. A famous composer and a poet used to go fishing every weekend, instead of taking a prolonged vacation. Never a word was spoken on these trips. One day the composer brought along a young cousin of his who went fishing with them. After two hours the young man exclaimed, "I got one!" Nobody answered, and these were the only words spoken during the whole day. That night when they were alone, the poet said to the composer, "Please don't bring that chatterbox along the next time!" Keeping silent is a real nervous cure for people who otherwise, professionally or socially, cannot help talking a lot.

"His doctor ordered outdoor work."

MEET MR. MATTSON

Gordon L. Mattson, Chicago Consultant, works with a select group of successful business administrators. His primary fields are financial planning and analysis, organization planning, and executive pay plans. His consulting practice also includes the planning, design, and improvement of systems and reports which aid top executives —accounting, statistical and general office systems.

Mr. Mattson's broad experience and training in business, consulting, university teaching, and writing makes him exceptionally well qualified to prepare the series of 18 *IDEAS* digests for experts who wish to share his know-how.

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12 *IDEAS* digests cover subjects such as work simplification, time and energy conservation, information and fact finding, selling ideas, human engineering, consultants, reducing the cost of space, and mailing. 6 digests are on filing analysis and equipment.

Much of the information given in these reports represent conclusions from our own research and is not available from any other source. Most of the reports will be helpful to both the large and the small business.

Why don't you, too, profit from Mr. Mattson's know-how? Place your order now while we can still accept orders at the extra special summer month introductory offer—only $12.00 plus postage for all 18 easy-to-read, easy-to-understand, helpful 4 page digests—less than half their regular price. Send your check with your order and we will pay the postage.

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2 **MORE** features . . . special speed features found only in the most expensive machines.

3 **MORE** economy . . . rugged construction cuts operational and maintenance costs.

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R.C.Allen Business Machines, Inc.

679 Front Avenue, N.W., Grand Rapids, Michigan

VisOmatic CARBON RIBBON TYPEWRITER

R. C. Allen's new VisOmatic Carbon Ribbon Typewriter is the only one offered at such a low "standard typewriter" price! Including all the famous VisOmatic features, the VCR is ideal for executive correspondence, critical typing and reproduction. Letter impressions are black, sharp and clear. Dual value, too, with instant switch from carbon to cloth ribbon as desired. Complete choice of new type faces.

VisOmatic ADDING MACHINES

Hand and electric models with 6 to 13 column capacity, for narrow or wide tape. Ciphers print automatically, clear signal prints with first item. "Feather-lite" touch, even-odd key tops for greater speed and accuracy. Electric models have motorized multiplication and subtraction, automatic space-up, total, sub-total. Models with direct subtraction print subtracted items in red. Direct, automatic Credit Balance available.

R.C.Allen BOOKKEEPING MACHINES

Models for commercial, payroll and bank use. One-operation posting, so simple anyone can operate these fast, accurate models. Front-feed carriage, automatic date printing, keyboard carriage control, automatic tabulation. Easy, quick interchange of control bars for adapting machine to many uses.

R.C.Allen CASH REGISTERS

Electric and hand-operated models for every business. Features include "Cashguard" lock, "Speedi-Change" cash drawer. Get maximum protection, convenience and information at lowest cost. Handle cash, charge, paid-out and received-on-account transactions with autographic detail tape for complete records.

R.C. Allen BUSINESS MACHINES

America's Finest Machines for Every Use and Every Business

HOW XEROGRAPHY SPEEDS PAPERWORK cuts duplicating costs $11,000 a year for THE EQUITABLE

Life Assurance Society of the United States

Equitable has found an important use for xerography in the production of a 70-page monthly directory. Using Flexoprint lists which are easily kept up-to-date, paper masters are made of each page by xerography and multiple copies run off on an offset duplicator. This accurate, speedy and economical method saves Equitable $1,000 a year.

Also, Equitable uses versatile xerography to prepare paper masters for duplicating forms, sales manuals, progress, financial and sales reports, technical bulletins, reprints of magazine articles, and reference manuals.

Anything written, typed, drawn or printed can be reproduced with photographic accuracy in about three minutes by xerography onto an offset paper master for runoff of multiple copies on an offset duplicator. Original copy may be enlarged, reduced or reproduced same size by xerography in XEROX® copying equipment. Copies can be made from one or both sides of original material by xerography.

There is no limit to the versatility of the dry electrostatic xerography process in paperwork duplicating applications.

***WRITE** for proof of performance folders showing how Equitable and companies of all kinds are cutting duplicating costs and speeding paperwork with xerography.*

From original to offset paper master in 3 minutes.

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The fastest, cheapest, most versatile way to make masters for duplicating

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For the Diazo Processes of Reproduction

Recommended by leading manufacturers of Diazo Process equipment as having exceptional actinic opacity... excellent handling characteristics.

Get to know this Storms specialty. Write for samples and complete information. (Also available: Special opaque inked typewriter ribbons.)

Manufacturers of the complete line that stands the test of time... CARBON PAPER—CARBON ROLLS—INKED RIBBONS.

Ready for you NOW — the new 1955 Storms Catalog... 32 pages of quick reference to hundreds of items. Write for your copy TODAY!

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The Storms Service Bureau is ready to help you with special applications of carbon paper, inked ribbons and carbon rolls. You are invited to consult with Storms any time you get such requests from your customers. No obligation, of course.

H. M. STORMS COMPANY
Storms Building, Brooklyn 38, N. Y. O-6

Gentlemen: We are interested in Carbons & Ribbons for the Diazo Process.
☐ Please send complete information and samples.
☐ We would like a copy of your new 1955 Catalog.

Name.....
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SPACE FINDER!

A New Filing Concept Giving You A Unique Combination of Advantages:

The proven space-saving, speed and economy of open-shelf filing.
Record protection from dust, dirt and fire equal to that of drawer files.
Pull-out work shelves for file maintenance and notations.

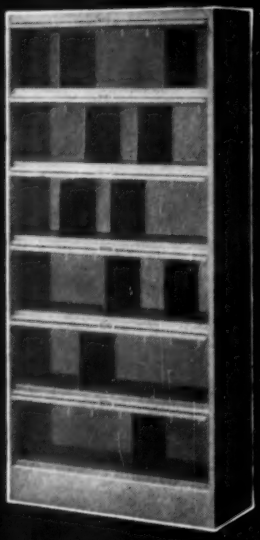

Photo at upper left shows Space Finder No. 1200 with doors closed. Center left photo shows girl using door as posting shelf. Space Finder at right has all doors open for active filing use. (Available with or without doors.)

For full details about Space Finder File and our other new equipment for the office, write for Catalog No. 6 as well as the name of your local representative.

PUNCHED CARD USERS:
Our complete line of tabulating accessory equipment is described in catalog No. 5. Write for your copy today.

TAB PRODUCTS CO.—57 Post St., San Francisco 4

THIS MACHINE PERFORMS 7 OUT OF 10 MAILING OPERATIONS

. . . automatically!

INSERTING & MAILING MACHINE

and here – the 7 out of 10

Addressing
Folding
- **GATHERING**
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80% SAVINGS . . .

SMALL MASS MAILERS BENEFIT TOO!

Large and small mailings gain efficiency, speed with automatic function. *Inserting & Mailing Machine* performs a wide variety of operations in continuous sequence. One operator replaces dozens of clerks. Users report over 80% savings . . . use the mails *more* at *less* cost. One mailer reports his machine will pay for itself in 3 years, *when used only 5½ hours per month!*

Send today for the booklet, "Wider Horizons with Mechanized Mailing," or the amazing case history, "How Small Can a Mailer Be?"

INSERTING AND MAILING MACHINE CO.

PHILLIPSBURG, NEW JERSEY

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INSERTING AND MAILING MACHINE CO., Dept. OF-6-55
PHILLIPSBURG, NEW JERSEY

☐ Send the booklet, *Wider Horizons with Mechanized Mailing.*

☐ Send *How Small Can a Mailer Be?*

Individual .....

Firm .....

Address .....

City ..... **Zone** ..... **State** .....

GATHERS ENCLOSURES | INSERTS INTO ENVELOPE | SEALS ENVELOPE | PRINTS POSTAGE INDICIA | COUNTS & STACKS

How Much are You Paying
FOR PRINTED OFFICE FORMS?

Record forms are vital to any business, but why pay the high cost of having them printed?

Just listen to this—every single one of the many forms necessary in the manufacture and sale of our Tempo Duplicators and supplies, is reproduced *right here in our office.* And, at just a fraction of the cost of printing—even in our own print shop!

You can do the same. If you use any office forms, whether in large or small quantities, it will pay you to investigate Tempo's Complete Office Printing Program.

Just pin the coupon to your letterhead and drop it in the mail. Why not do it now—before you turn the page?

TO: MILO HARDING COMPANY
502 S. Monterey Pass Rd.,
Monterey Park, Calif.

Please send complete information on how we can reduce our printing costs with Tempo's Office Printing Program.

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

Established 1904

The Date . . . . June 26th. to 29th.

The Place . . . . NOMDA Convention at Denver

The Booth . . . . No. 36 and 37

We are proud of the fine array of OLYMPIA models and colors and feel sure that our booth will be THE attraction of NOMDA's convention. Come and see us. It will be a pleasure to greet each and everyone of all the typewriter men who will be there.

Olympia

INTER-CONTINENTAL TRADING CORP.

90 WEST STREET, NEW YORK 6, N. Y.

INVINCIBLE MODERNETTES

The modern auxiliary desk units that offer new flexibility in office planning

Here's new, prestige-building beauty and new utility for executive and professional offices. Modernettes are carefully matched and modular-designed to help you solve space-planning problems to the inch. Advanced design and construction features assure lasting beauty and service. Write today for details on Invincible's complete line of steel office equipment.

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METAL FURNITURE COMPANY
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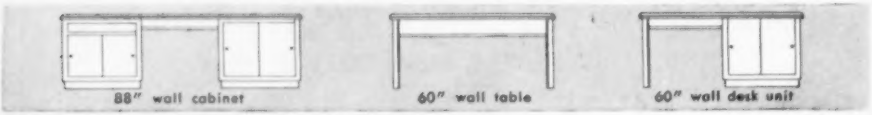
A. R. Davey Company Limited, Factory Representative
175 Bedford Road, Toronto 5, Canada

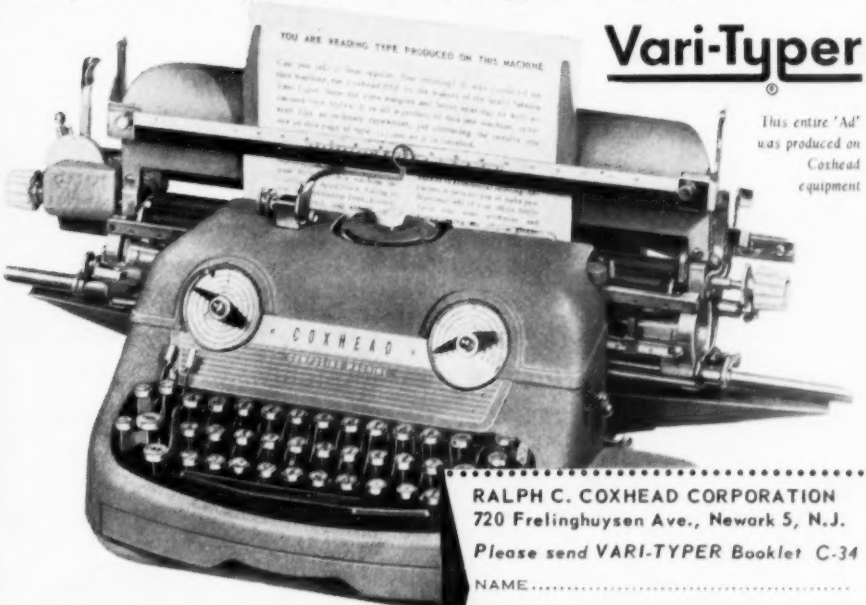
Set the pace for better business living



Give your duplicating that 'PRINTED' look!

HUNDREDS OF INSTANTLY CHANGEABLE TYPE STYLES

Vari-Typer prepares masters (stencil, litho-plate, hectograph, etc.) with attractive type of your choice in any style, size and language. Turn out your own business forms, catalogs, booklets, direct-mail material, etc., in your own office by your office typist. Your simplest office duplicator can now operate as a miniature printing press. Savings are enormous.



Vari-Typer®

This entire 'Ad' was produced on Coxhead equipment

Send for Complete Type Chart of Styles and Specimens

RALPH C. COXHEAD CORPORATION
720 Frelinghuysen Ave., Newark 5, N.J.

Please send VARI-TYPER Booklet C-34

NAME.....

COMPANY.....

ADDRESS.....

CITY .....ZONE...STATE.....

"...and you'll be using a new Clary Adding Machine"

Over 150,000 modern firms are learning that Clary is a definite *plus* in getting a topnotch office girl, and keeping her.

For no other adding machine makes her job a joy quite like a new Clary 10-Key or Full Key. Clary's powerized controls answer her slightest touch. Never have multiplication and division been made so easy for her. And fast as her fingers may fly, they cannot outspeed the Clary keyboard. (She may not realize this, but "under the hood" of her beautiful Clary is some pretty wonderful engineering.)

By 5 p.m. she and her Clary have done a record day's work, yet she's still morning fresh for her dinner date. Important to you...*very* important to her!

Look in the yellow pages for your nearest Clary dealer or Factory Branch Office. Call for a demonstration!

Send for "HOW TO LIVE BETTER ON WHAT YOU MAKE." It's free! Write Clary Corporation Dept. O-65, San Gabriel, California

Clary

CREATOR OF MODERN COMPUTING MACHINES AND CASH REGISTERS FOR AMERICA AND THE WORLD

PATENTED EFFICIENCY in the Use of CARBON

KEE LOX

GRIP-N-PULL CARBON PAPER

WITH THE EXCLUSIVE *ECONOMIZER BOX*

1. Automatic Alignment.
2. Automatic Rotation of sheets for longer wear.
3. Automatic Warning of last typing lines.
4. Hands do not touch the coated surface.

Exclusive sales rights given to dealers in Foreign Countries.

BRANCHES IN ALL LARGE CITIES IN THE U. S. A.
For Foreign, Write for Prices, Samples and Territory to
Export Dept., KEE LOX MFG. CO., Rochester 1, N. Y., U.S.A.

Cole Steel

Units on this page are designed for card record systems; those opposite are for leases, contracts, insurance policies, other office forms. Rubber feet are provided; removable for stacking purposes. Spring compressors give record protection.

"STANDARD CARD" CABINETS

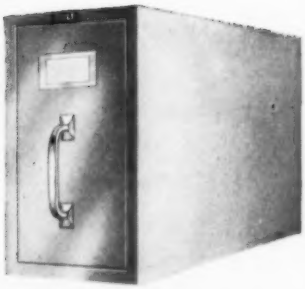
No.	Card Size	Capacity	Width	Height	Depth	Price	Packed	Shipping Wt. Per Ctn.
ONE DRAWER UNITS								
C335	3x5	1600 cards	6⅝"	5⅛"	16"	$3.60	6's	35 lbs.
C346	4x6	1600 cards	7⅝"	6⅛"	16"	4.20	6's	40 lbs.
C358	5x8	1600 cards	9⅝"	7⅛"	16"	5.40	3's	28 lbs.
C369	6x9	1600 cards	10⅝"	8⅛"	16"	8.40	2's	23 lbs.
TWO DRAWER UNITS								
C3352	3x5	3200 cards	12¾"	5⅛"	16"	$6.30	2's	19 lbs.
C3462	4x6	3200 cards	14¾"	6⅛"	16"	7.20	2's	25 lbs.
C3582	5x8	3200 cards	18¾"	7⅛"	16"	9.60	2's	32 lbs.
C3692	6x9	3200 cards	20¾"	8⅛"	16"	12.00	1's	20 lbs.
THREE DRAWER UNITS								
C3353	3x5	4800 cards	18¾"	5⅛"	16"	$12.00	1's	19 lbs.
*C3463	4x6	4800 cards	21¾"	6⅛"	16"	15.00	1's	22 lbs.
*C3583	5x8	4800 cards	27¾"	7⅛"	16"	18.00	1's	27 lbs.
*C3693	6x9	4800 cards	30½"	8⅛"	16"	25.00	1's	32 lbs

SANITARY BASES (15" High)....$10 additional.
*Other bases available to fit asterisked items. Prices on request.
Prices slightly higher in Texas, Colorado and West of the Rockies.

SEND FOR COLE'S LATEST CATALOG

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

CARD CABINETS



"HIGHER THAN WIDE" CABINETS

No.	Card Size	Capacity	Width	Height	Depth	Price	Packed	Shipping Wt. Per Ctn.
			ONE DRAWER UNITS					
C364	6x4	1600 cards	5 3/8"	8"	16"	$8.40	1's	9 lbs.
C385	8x5	1600 cards	6 5/8"	10"	16"	12.00	1's	12 lbs.
C396	9x6	1600 cards	7 5/8"	11"	16"	14.40	1's	13 lbs.
			TWO DRAWER UNITS					
C3642	6x4	3200 cards	12 3/4"	8"	16"	$14.40	1's	15 lbs.
C3852	8x5	3200 cards	12 3/4"	10"	16"	16.20	1's	18 lbs.
C3962	9x6	3200 cards	14 3/4'	11"	16"	19.20	1's	23 lbs.
			THREE DRAWER UNITS					
C3364	6x4	4800 cards	14 3/4"	8"	16"	$20.00	1's	22 lbs.
C3385	8x5	4800 cards	18 3/4"	10"	16"	24.00	1's	26 lbs.
*C3396	9x6	4800 cards	21 3/4"	11"	16"	30.00	1's	33 lbs.
			THREE DRAWER DOCUMENT FILE					
C3105	For Forms 10 1/2"x5"	1000 leases	18 3/4"	12 1/2"	16"	$19.95	1's	32 lbs.

COLORS: Olive Green or Cole gray. In Walnut or Mahogany finish, add $6.00 for 1 drawer units, $8.00 for 2 drawer, $10.00 for 3 drawer units.

LOCKS: Cabinets equipped with lock and key add $2.10 per drawer.

RODS: Cabinets equipped with rods for punched index cards add $3.00 per drawer.

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

Five girls

assigned to better jobs–

"Once we kept six girls busy copying salesmen's orders. Now one does the job in a half-day with Ozalid. The other five are on more productive jobs!"

How? Salesmen now write their orders on a translucent form. Prices, extensions and back orders are posted to this same form. Ozalid copies are made for Credit, Billing, Shipping, Inventory Control, Production and customer's confirmation. And the time saved is worth more than the payroll saving.

Thousands of firms have done away with wasteful retyping, rewriting, proofreading—save time, speed work, with Ozalid.

Hundreds of uses for Ozalid

An Ozalid machine also copies letters, memos, reports, written notes—and drawings, specifications, invoices, lists, ledger sheets, statements, shipping directions, schedules, tax reports, and 75% of incoming letters.

Not enough copies is costly in any office. Plenty of copies are always available with an Ozalid machine.

An Ozalid machine makes better copies, more quickly, more economically than any office worker or any photocopying machine. It will copy anything written, typed, printed or drawn—on translucent paper that lets light through. Ozalid reproduction is instant—requires no stencils, negatives, darkrooms.

Ozalid prints are white, accurate, legible, dry, ready for use. A letter size copy is made in less than a minute, for under 2¢.

Ask the nearest Ozalid distributor *(see phone book)* to show you the Ozalid machine you should have...or write to 179 Ozaway, Johnson City, N. Y....In Canada, Hughes Owens Company, Ltd., Montreal.

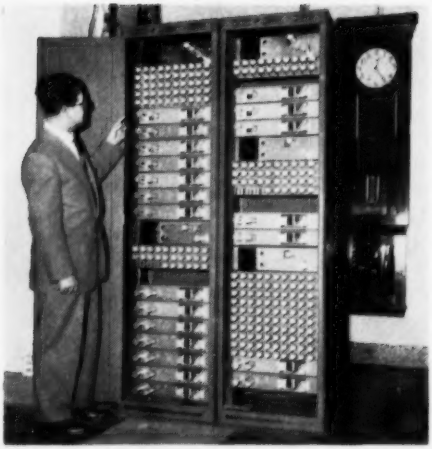
OZALID—A Division of General Aniline & Film Corporation...*From Research to Reality!*

OZALID

OZAMATIC *(left) is a table model, handles sheets as wide as 16", and can make up to 1000 prints an hour.*

BAMBINO *(right) is the smallest, fastest, low-priced office copying machine; will make 200 copies an hour, on sheets as wide as 9", for less than 2¢ a copy.*

H. R. Anewalt, assistant secretary and controller, American Casualty Co., says their dictation system is already saving them $10,000 a year.



Camera!

The Dictaphone Telecord dictation system of American Casualty Co. serves 150 dictators in their new 14-floor office building at Reading, Pa. World's largest dictation switchboard in the basement (at left) automatically connects dictator to a free recording machine in the third-floor transcribing pool (below) staffed by 11 stenographers. Letters dictated before 2 p.m. are returned for signature before 4:30 p.m. System operates from 7:30 a.m. to 9:30 p.m. Five extra Dictaphone Time-Master dictating machines are available for use at home or on the road. Stenographers can produce 25% more work with the system which adds up to $10,000 a year.

J. Irving Obst, cashier, using one of the 10-key Swift Adding Machines which are supplied to each teller in the Big Bend Bank in suburban St. Louis. N. H. Von Sooston (right) who installed machines, said he chose Swift machines because of their small size, light weight, visible totals and relatively large capacity.

Harry D. Heaps (left), Philadelphia regional manager of Underwood Samas Punched Card Division, and Sherwood C. Stedman (right), of Christmas Club, a corporation, explain 21-column interpolator for self-accounting Christmas Club system to Richard G. Kreis, vice president, First National Bank of Scranton, and June Samuel, of the bank's staff, at regional conference of National Assn. of Bank Auditors & Controllers.

New York offices of Container Corp. where Clark & Gibby, Inc., have installed 35 Metal-Lux executive posture chairs made by Milwaukee Metal Furniture Co.

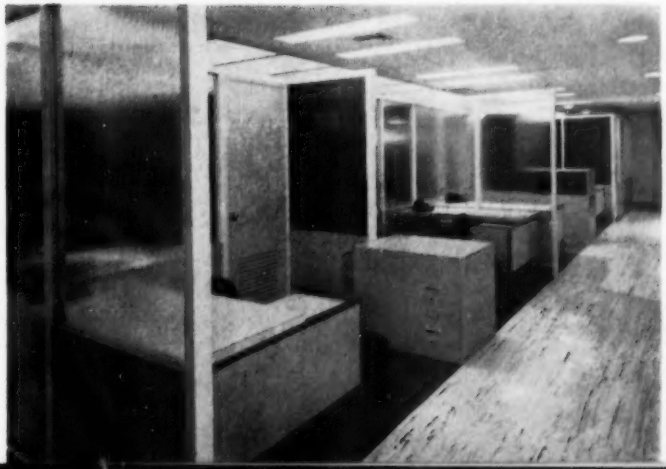
General secretaries in the offices of Olin Mathieson Chemical Corp. are housed in an oversized corridor to serve executives' offices at the left and assistant executives' offices at the right. Area has steel and glass partitions floating between the finished floor and the ceiling. Partitions can be moved on a 3-ft. module in any direction.

Long Lease Demands Office Flexibility

New 4-floor executive offices of Olin Mathieson Chemical Corp. in New York were developed by Designs for Business, Inc., on a 3-ft. module. Any area can be enclosed in glass for clerical use or changed to natural wood partitions for executive use. Cork panels also can be used.

At left is the office of an assistant to a vice president. Conditioned air is diffused through pinholes in illuminated plastic ceiling. All individual office needs of the occupant are accounted for in the cabinet which runs across the full width of the office. Cabinet has interchangeable drawers, shelves, files, etc. Flexibility of design was required because Olin Mathieson took 20-year lease on space.

Executives' secretaries in the Olin Mathieson offices are located immediately outside the offices they serve. Semi-privacy is achieved by use of low files with overfile storage cabinets as dividers between secretaries.



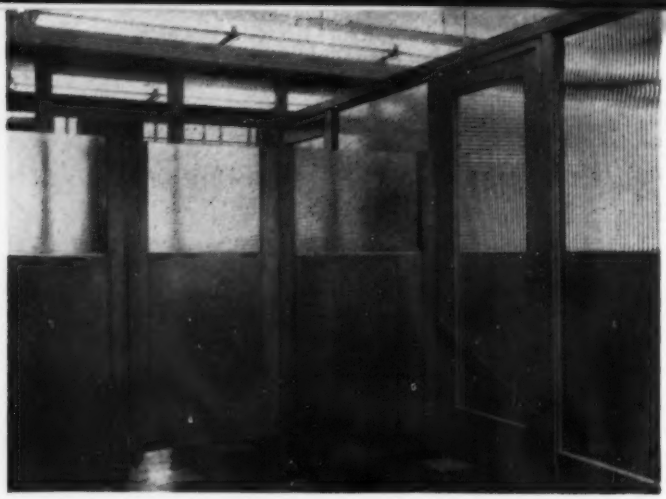
Walnut paneled office of Robert H. Moody, manager of the enlarged TV and radio center of Miami Valley Broadcasting Corp., Dayton, Ohio.

WHIO's New Offices

Miami Valley Broadcasting Corp. has moved into its enlarged studio and office building. Trebeled in size by Austin Co., the new structure on a 3-acre site is five miles from downtown Dayton. Below is WHIO's music library containing turntable and files. There are two small, soundproof record booths at right, just out of sight. Acoustical tile ceiling and vinyl tile floor are typical of those throughout the entire office area.

General illumination of 50 footcandles is maintained throughout WHIO's office area, situated between the executive offices (right) and the artists' lounge and rehearsal space (left). Acoustic tile ceiling and vinyl tile floor afford a high level of sound absorption which is further enhanced by the bank-type steel partitions of obscure glass.

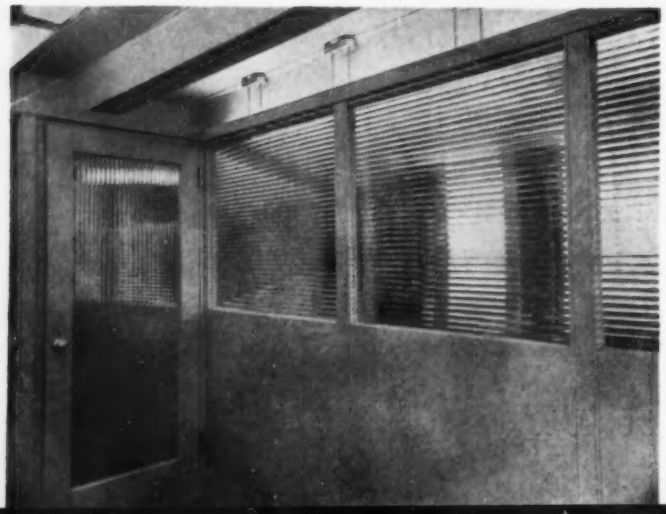
WHIO's switchboard operator also serves as receptionist at the employees' and service entrance which has a quarry tile floor and interior walls of facebrick and plaster. All duplicating and mailing is handled in the large storeroom area which is accessible through the dutch door.



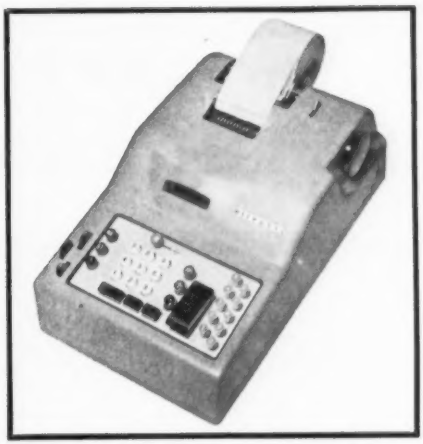
Flush type bank-rail partitions in the new showrooms of Irwin Casper, Inc.

Partition Display

A large, complete display of office partitions is now on view in the new showrooms of Irwin Casper, Inc., 401 Broadway, New York. Partitions range in height from 36" railing types to ceiling height, in all-metal, metal and glass, and glass in a variety of different grades and thicknesses. One type, Otis Panel-ettes (at right), come as packaged items with complete units, ready for anyone to install, packed in cartons. Otis Panel-ettes are set up without the use of tools and can be taken down and moved about as requirements change. The Casper firm also stocks used partitions of all kinds in an additional 26,000 sq. ft. of warehouse space.



One of the many attractive styles of glass and metal partitions shown by Irwin Casper, Inc.



Uniquely and completely automatic, the versatile Olivetti Printing Calculator automatically multiplies and divides, and is also a fast 10-key adding machine, with automatic credit balance and direct subtraction. Its tape provides permanent printed proof of all calculations, for fast, easy auditing.

The first printing calculator to have a separate multiplication keyboard, the Olivetti automatically multiplies without requiring the operator to position the multiplicand; *all* mental counting is eliminated; fast short-cut multiplication is automatically used. It automatically divides; locating the decimal point is simple. Double and triple zero keys, found on no other printing calculator, and new discount key, add extra speed. Proven in 7 years of use, the Olivetti has a lower cost maintenance contract than any comparable machine. 20,000 are in use in the U.S.A., sold and serviced by branch offices and by 450 dealers, in all 48 states.

Olivetti Corporation of America
Dept. EO, 580 Fifth Avenue
New York 36, N.Y.

Gentlemen: I'd like to know more about your Printing Calculator, that makes figure-work quick, easy and automatic. Without obligating me in any way, please let me have this information as soon as possible.

Name.....

Title.....

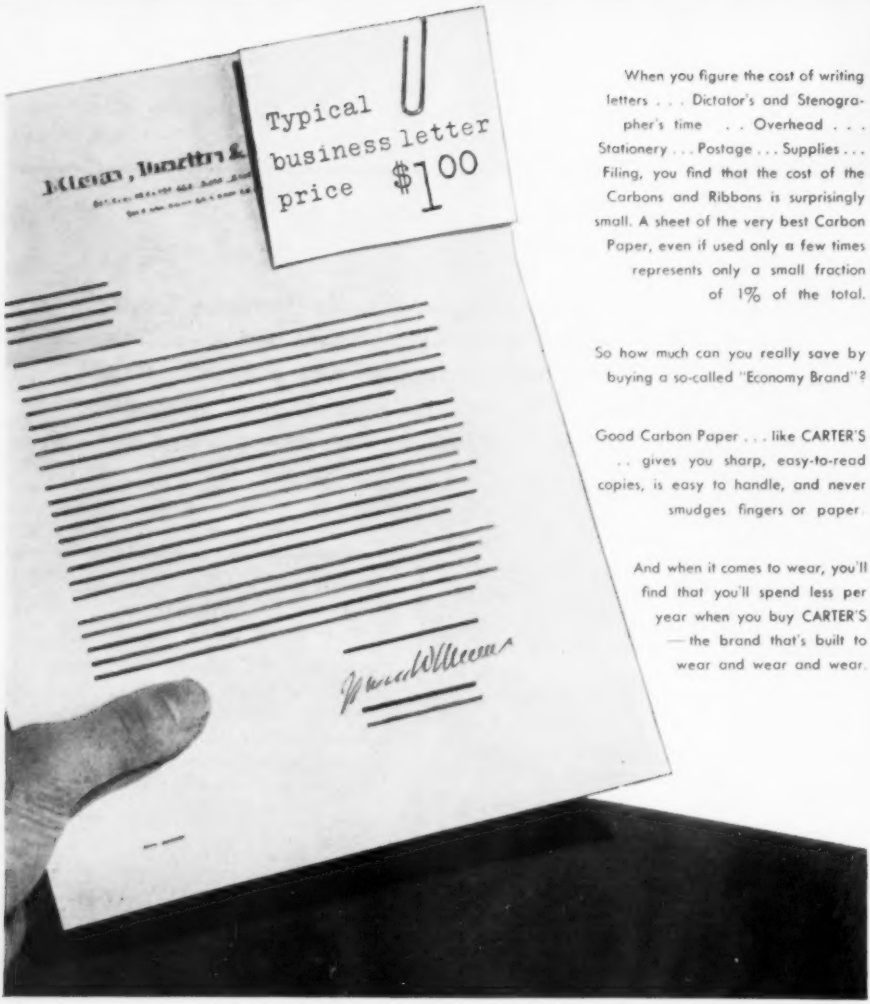
Company.....

Street.....

City.....State.....

IN CARBON PAPER

The Best is Least Expensive in the Long Run



When you figure the cost of writing letters . . . Dictator's and Stenographer's time . . Overhead . . . Stationery . . . Postage . . . Supplies . . . Filing, you find that the cost of the Carbons and Ribbons is surprisingly small. A sheet of the very best Carbon Paper, even if used only a few times represents only a small fraction of 1% of the total.

So how much can you really save by buying a so-called "Economy Brand"?

Good Carbon Paper . . . like CARTER'S . . gives you sharp, easy-to-read copies, is easy to handle, and never smudges fingers or paper.

And when it comes to wear, you'll find that you'll spend less per year when you buy CARTER'S — the brand that's built to wear and wear and wear.

and that means Carter's

When you see CARTER'S Carbons and Ribbons displayed in a Stationery or Office Equipment Store, you can be pretty sure that the owner offers the very highest quality in everything he sells.

Look for these fine CARTER Carbons. Whichever you buy, you'll be right, because all are famous for performance and wear . . . all are made by specialists with nearly a century of experience in making fine Office Supplies.

Be Smarter... Buy Carter's

Call your local Stationer or Office Outfitter

THE CARTER'S INK COMPANY

CAMBRIDGE 42, BOSTON, MASSACHUSETTS

announcing

NEW

POLYCHROME V-KOTE* OFFSET PLATES

Unique development SIMPLIFIES—SPEEDS-UP—CUTS COST of producing hundreds of copies anywhere in your office.

SPEED In less than 1 minute—you can complete a V-KOTE* Offset Plate, ready to print on your duplicator.

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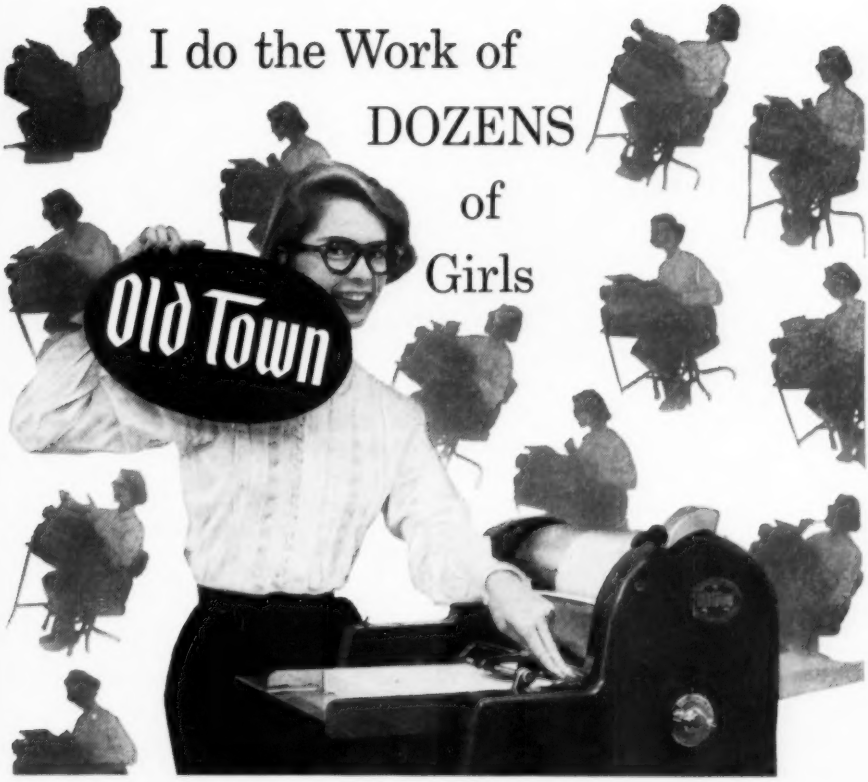

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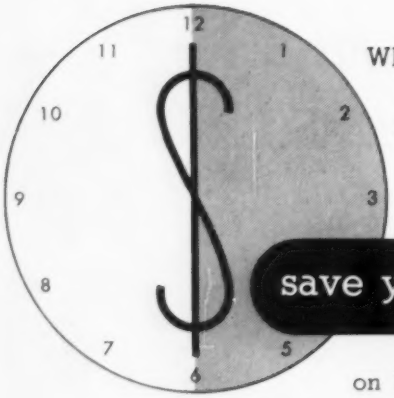

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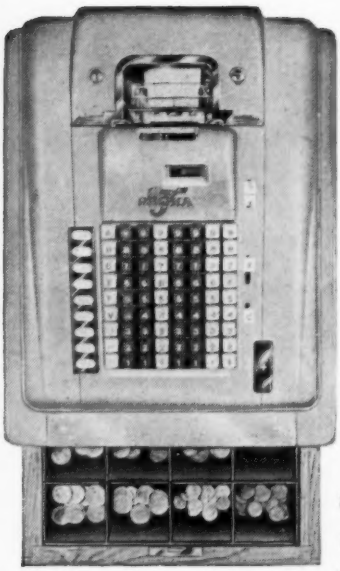

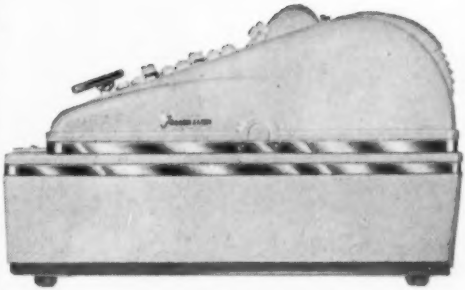

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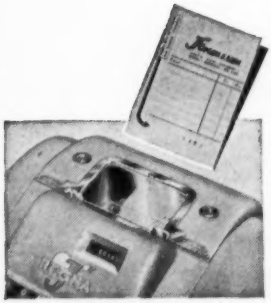

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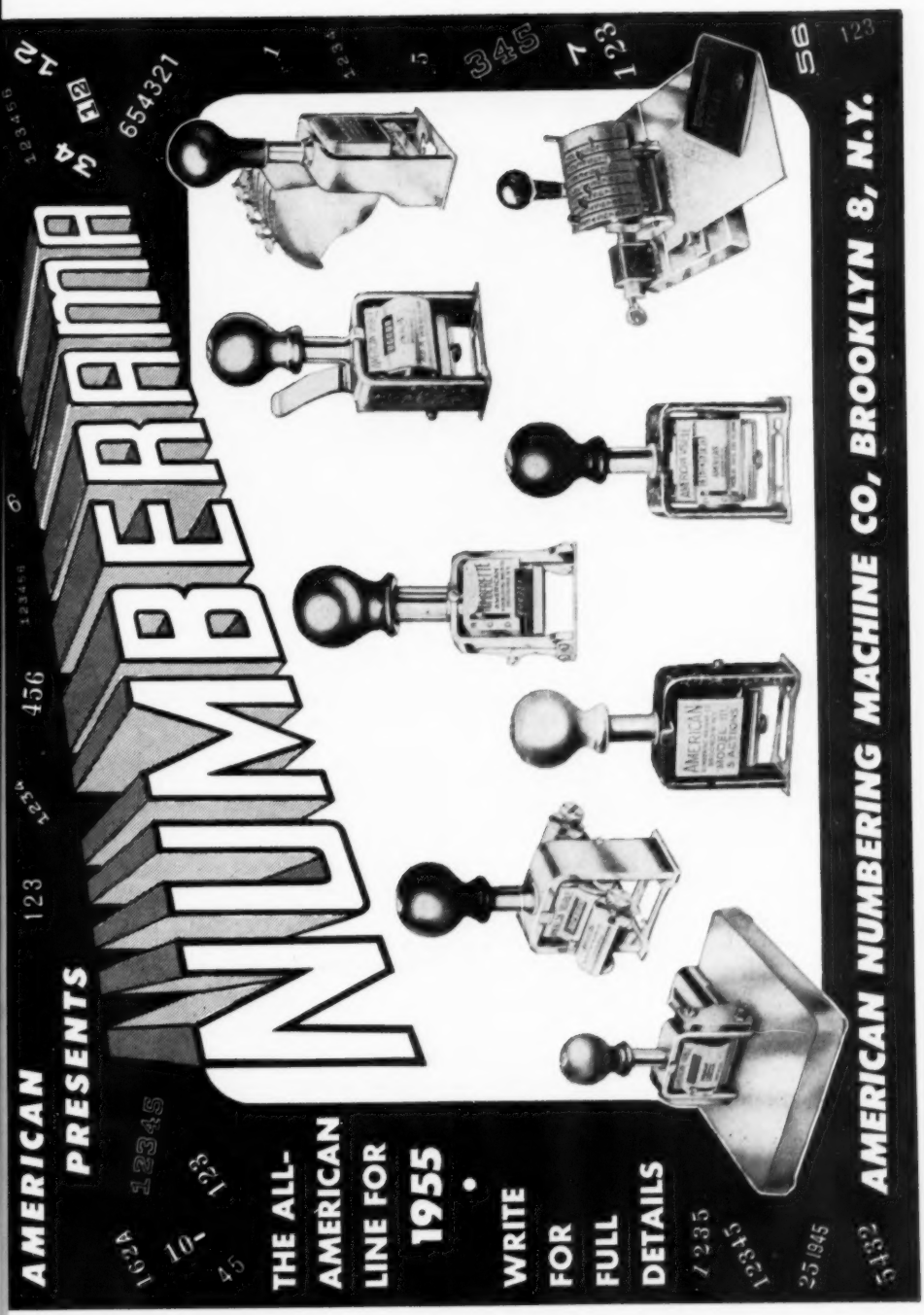
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NEW Books

GUIDE TO AMERICAN DIRECTORIES FOR COMPILING MAILING LISTS. B. Klein & Co., 27 East 22nd St., New York 10, 108 pp., $10.

Information on all current business directories and publications, which can be used as sources for the compilation of accurate and diversified mailing lists. No advertising appears nor are there any paid listings. Lists all current directories, describes their contents, tells where they may be obtained and their cost, if any. Many directories, with a total of more than 100,000 names, may be obtained free. Bi-monthly supplements, will be mailed without charge to purchasers for six months and include newly published directories and other sources of information as they occur.

FILING IDEAS. Gordon L. Mattson & Associates, 105 W. Monroe St., Chicago 3, 24 pp., $7.50.

Six reports on filing analysis and equipment previously available only as a part of the complete set of 18 reports priced at $25. Contain useful and interesting information on filing. Did you know that the total number of names beginning with a certain three letters are more numerous than the total number of names beginning with some 15 other letters? Names beginning with the two letter combination MA (e.g. Maas, MacArthur, Madison, etc.) are more numerous than the total of all names starting with six letters of the alphabet? Includes a summary of the percentage of names beginning with one, two, three, and four letter combinations. This information can simplify sorting material prior to filing. One report traces the origins of each of the letters of the alphabet and explains how

(Continued on page 191)

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"Beating around the Bush"...

It dates back to an old English sport called "batfowling." The batfowler, armed with a light and a bat, would beat the bushes adjacent to the bush where the main flock was asleep, to first catch the strays. Hence the expression came to mean approaching indirectly the main objective.

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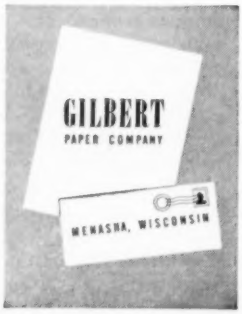

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Training for Office Supervision

ROBERT C. CHOPE

Manager, Technical Employment and Training, Tire Development Div., United States Rubber Co., Detroit.

THERE ARE 8 million clerical people in the U. S. today—14% of all the working population, doing clerical jobs. The national average of total man-hours spent on paperwork probably exceeds 25%, and for all this paper shuffling in this country, we paid out 71 billion dollars last year. We have half a million people supervising this paperwork; yet only 25% of our offices have a methods program, only 32% have a forms control program and, on top of it all, a training job is not being done because we have training programs in only 20% of our offices today.

In a *few* instances where companies have been sold scientific office management, you find *training* in the office, *methods* in the office, *forms control*, *standards* and all the things this group has been promoting for years. We must *sell* our program, but first we have to build a program. Before we can build it, we must have a foundation for it.

A training program can stand on only one thing—the development of people. That's the only justification for it. That's what it has to accomplish.

Today, we say business is so big and so complex that it's difficult to do much about improving our relationships with the clerk at the desk or the worker on the line. Sure it's difficult, but we've got to do it. We must prepare people to do the job well, and willingly, and to understand the why of things around them. There's only one way I know of to do that job and that's train your supervision to develop the individual. According to Richard Johnson of the Port of N. Y. Authority, they recently spent $100,000 training one man. This included salaries of all managers who gave him job rotation training. Trained people can make the difference between success and failure of the business enterprise.

We keep the following phases ever before us in all of our company training literature, programs and aids:

Development of men is our most important job.

Manpower is our major investment.

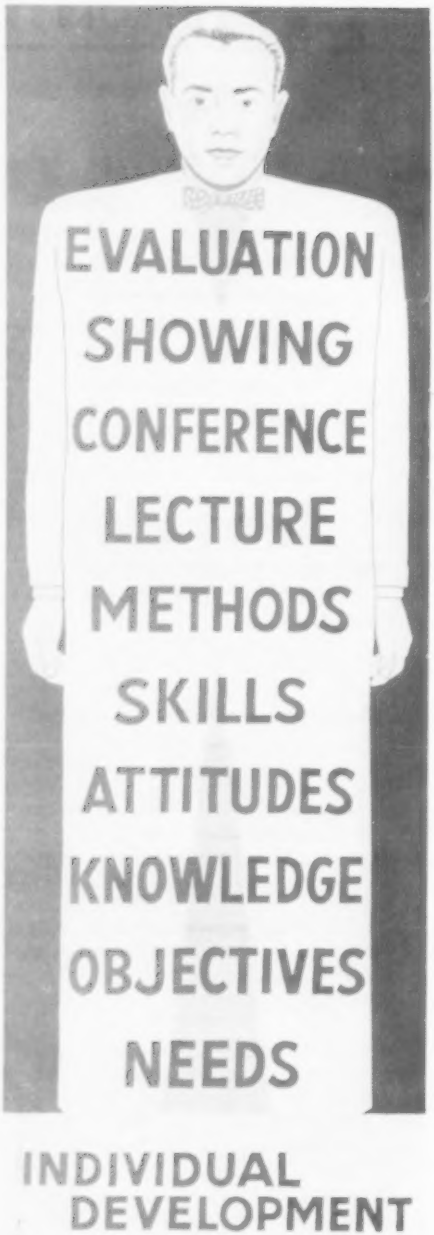
Trained manpower is our most effective tool.

Effective manpower is our greatest asset.

Degree of effectiveness of that manpower is conditioned by proper selection, development and direction by management people.

Properly done, training can accomplish lower costs, improved quality of work, better morale and improved communications, by developing skills, changing attitudes, and increasing knowledge in *the people* who are responsible for costs, quality, morale and communications.

A program must be built on actual training needs rather than assumed ones. Any training or management development program should be aided, in definition of *training needs*, by a replacement study. An analysis of such things as turnover, and a study of age and experience of present supervisors, will define rather accurately the number of re-



The flannel board which the author used for the visual presentation of his award-winning paper. He started with a blank board and built up the "individual" as each topic was mentioned.

placements needed at various levels in the next year, three years, five years, etc. Technical knowledge tests will assist materially in pointing out areas of training that need be stressed.

If you have two excellent tools—supervisor's job descriptions and some objective rating of his performance on that job you can weigh the performance against the job requirements. The differences will represent your training needs. A common approach to determine needs is to use a questionnaire to select topics and subjects that trainees feel are important. Many times the trainee is the poorest source for accurate information on this subject. Let me sight an example:

We asked our supervisors in an opinion survey, if they felt they needed training in interviewing techniques. We were training them in the mechanics of a rating program which called for interviewing the employee after the rating. They almost unanimously suggested that this would be a waste of time since they already possessed the skills of interviewing. Later on we will refer to our experience of training supervisors in interviewing that demonstrated beyond a doubt that there was a huge gulf between the supervisor's appraisal of his level of interviewing skill and his actual skill as observed through the medium of a recorded performance. Often the supervisor cannot appraise his skill accurately.

There is, however, something to be said, in favor of opinion surveys as a tool in determining training needs. In an opinion survey in our own company, we found significant items that pointed to the need for supervisory training in employee relationships and leadership skills. These items were found in the answers that employees gave to such questions as:

"Does your supervisor seem interested in you and your problems?"

"Does he keep you informed of plant news and activities?"

"Does he tell you when you do a good job?"

With the need determined, we are ready to consider what we should teach. What we should teach an employee or supervisor depends on our company objectives. The general rule might be stated something like this: To develop supervisory personnel of a company, we should develop their knowledge, attitudes

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Put a piece of carbon paper under this page and check your answers to the questions below. Then read your Executive Attitude on page 71.

IN YOUR OPINION:

1. Is it good practice to encourage groups of employees to assist in the development of work schedules and work measurements for their departments? Yes ☐ No ☐

2. Do you feel that people nowadays tend to drift from job to job more than they used to? Yes ☐ No ☐

3. Are employees and supervisors helpful in suggesting methods improvements to you? Yes ☐ No ☐

4. In general, are you satisfied with the progress your people are making on their jobs? Yes ☐ No ☐

5. Do you find that your employees lack job interest and initiative? Yes ☐ No ☐

6. Does your management cool off when you suggest training for the "brass"? Yes ☐ No ☐

7. Is it difficult to maintain high morale in your office with present day trends toward cost reduction? Yes ☐ No ☐

8. Is it difficult to justify the cost of a training program? Yes ☐ No ☐

9. Will strict discipline increase office productivity? Yes ☐ No ☐

10. Is there any point in spending time training experienced personnel? Yes ☐ No ☐

and skills.

We should strive to improve their job knowledge by such typical subjects as:

Employee relationships and successful leadership. This might include some fundamentals of industrial psychology.

Company policies for personnel including benefits. Rules and regulations. Financial reporting and plans for increasing business.

Work simplification. New developments in office methods, procedures and systems.

In the area of attitudes, we might include some training in:

Democratic leadership. How to get cooperation of employees and other groups. Factors that influence attitudes such as security and recognition.

An appreciation of the supervisors' position in guiding the thinking of employees and how to develop desirable attitudes with employees.

The development of a feeling of security. The feeling of belonging to management is important and a supervisory training program can be well directed toward this development.

Finally the development of skills should help to round out a systematic program. Such personal skills as reading, speaking and writing, can often assist a supervisor in effective job performance and increase his management stature. Many companies send groups of supervisors to local universities for such specific personal skill training. The ability to read rapidly and retain what has been read, can assist a supervisor immeasurably in his job. He will increase his interest in reading and have more time to read, to increase job knowledge and become better informed in procedure and practice. Speaking skills are being taught to large groups of supervisory and management people, either by bringing in speaking experts to instruct on company time, or by sending them to special training courses in the evening. Many universities have found sufficient interest in business writing, to set up courses of instruction at night.

All these skills are important enough to warrant careful consideration as part of a training program. Never lose sight of the fact that whatever improvement is made in the area of personal skills by supervisors will increase benefits to the company in terms of time saved, morale improved, and increased job stature for the supervisor through his ability to present his ideas to employees and management in a confident and convincing manner.

Beside these important personal skills, there are others that warrant consideration:

Skill in using on-the-job method to train employees.

Skills in organization of work and planning of jobs.

Skills in applying company policy.

What to teach, then, depends on our objectives.

In each supervisor's training induction in our company, we tell him about the three basic methods of training. We do it visually, using a flannel board. We tell him that training involves many methods and techniques and that the most effective results can be accomplished by the use of the right methods, under any given set of circumstances. Then, we review each of three methods and their application under varying circumstances.

To insure maximum results, a trainer must have a thorough knowledge of various training methods. A thorough analysis of each problem is also required, to determine the best methods to accomplish our objectives. All training techniques embody methods which fall into three broad groups: telling, showing, discussing. There is no one best method. Each has its own advantages and disadvantages.

Take *telling* or the lecture method. We use it in our schools and universities. It's the oldest method we have and dates back to the time that a Carpenter came out of Nazareth and taught thousands of persons a new way of life. That wasn't any second-rate job, as the

results prove. Experience proves that a good lecture, well organized and well delivered with the proper tempo, can be quite effective. Let's see how lecture method is applied to the development of knowledge in human relations.

In the past ten years, business people have been increasingly interested in human relations. This is not difficult to understand, but it is odd to say the least because people have been management's business all along and human relations has been with us, not just since Dale Carnegie but, since Adam and Eve.

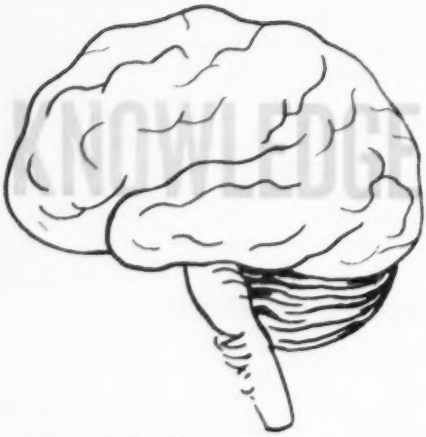
We designed a human relations series to get across one or two rather simple ideas: (1) management accomplished objectives through people; (2) when management fails, it fails because of people. So, an essential skill in manage-

---

Here's Your Executive Attitude:

(See page 69)

1. Are you a democratic leader? Yes ☐ No ☐
2. Are you neglecting to do a good orientation and in-service training job? Yes ☐ No ☐
3. Are you a good listener? Yes ☐ No ☐
4. Are you using training for employee development? Yes ☐ No ☐
5. Do you fail to delegate authority? Yes ☐ No ☐
6. Did you fail to sell training from the top down? Yes ☐ No ☐
7. Do you fail to help your employees understand that their security depends on the company's ability to successfully meet competition? Yes ☐ No ☐
8. Have you failed to evaluate training in your company? Yes ☐ No ☐
9. Good human relations are unimportant in office productivity. Yes ☐ No ☐
10. Is your training geared to individual needs? Yes ☐ No ☐



ment is skill with people.

The objective is to teach and discuss some basic principles of human behavior, not what to do or how to do it. Our course is made up of topics on the "Mechanics of the Nervous System" and the principle of "Causation," the basis for all behavior. We spent time on the subjects of "Individual Differences and Human Abilities," "Emotions and Feelings," and "Learning and Perception."

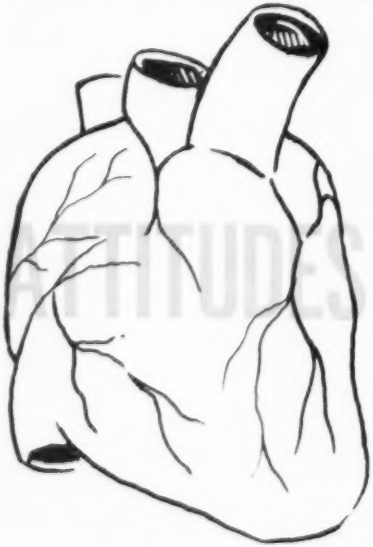
If we can help supervisors to a better understanding of human motivations, and as a result help them to become better leaders, the job has been well done. If a supervisor recognizes good work and shows a new interest in individuals, he does so out of understanding and not because of it's good supervisory practice.

In our company, a program of conference leadership was inaugurated several years ago to develop a personal skill in supervisory and management personnel so supervision could apply principles of consultative leadership in dealings with their people, and release previously untapped creative ideas and energies.

We found that conference leadership is not only training in teaching methods, but developes democratic leaders who will, by their training, learn to bring out the best of ideas of the group and arrive at a conclusion agreeable to most people in the group. It has other by-products in developing poise, speaking skill and a sense of awareness of people that perhaps did not exist before he began to lead people in discussion with a purpose.

The success of conference training lies in the fact that people will tend to follow their own decisions best. A successful conference will produce a result, plan of action or decision that is a composite of the ideas and decisions of all its members.

A few years ago, we took a long look at our stationery supply budget and expense, and found we were overrunning our budget every year and basing the following year's budget on the actual expense of the previous year. That can't continue forever. In 1941, we spent $40,000. In 1947, we budgeted $139,000 and spent $177,000. We had tried standard methods of cutting this cost and made little progress. Then someone suggested using this new conference method to present the problem and to arrive at a plan of action that could be used at the worker level. Leaders presented the problem and the groups produced more ideas on how to cut station-



ery supply consumption than you could ever dream would come from office supervisors. Why? Because no expert told them how to do it. These were their own ideas and decisions. The leaders led them to decide for themselves.

The value of using demonstration as a method lies in its appeal to the senses of sight, hearing and touch, in teaching skills. We have not made the most effective use of the showing method as a means of changing attitudes and imparting knowledge. Use demonstration to sell employees and supervisors on things to which they have a natural resistance. For example, sell a measurement or office standards program to measure output.

We have had an employee appraisal program in our office for seven years. Basically, the program has two parts: the written rating and the self-development interview. We had little difficulty in getting the mechanics of the semi-annual ratings over to the supervisors. However, the problem at the outset was obvious. *How to motivate the supervisor to the task of completing the self-development interview with the employee.* Here is a problem in human relations and interview skills training and changing of attitude. We have to get supervisor training into these three areas.

We recognized that the lack of supervision's interviewing skill was causing a negative attitude on the part of both employee and supervisor. We decided to train supervisors in interviewing. First, we drew up an interview pattern and put it into a written practice to be used as a guide in planning the interview. It was a three step procedure:

1. Stress good points, appeal to pride.
2. Objectively introduce weaknesses and suggest remedial measures.
3. Conclude by summarizing and encouraging self-development with an offer to assist wherever possible.

We used a wire recorder to demonstrate good and poor interviews, using role playing. These were played back for comment and emphasis.

Finally, we asked each supervisor to come to the training department and, in private, interview a member of the training staff who assumed as closely as possible the characteristics of an employee. This interview was recorded and then played back for criticism by the mock employee and a coach. The results were so encouraging they surprised the most sceptical of us. Most supervisors lost the resistance to interviewing and actually sought further practice and development. We had successfully used the demonstration method to develop a skill and change an attitude.

Very often the training director in business is called upon to justify the existence of the training function. This is more apt to happen today than at any other time since the end of World War II. Today, all business is looking for places to save money. Often the personnel and training departments become the focal points for quick cuts in costs. When your management begins to look in that direction, you're dead. It's too late to start selling your program. *Evaluate your program now.*

How can we evaluate training? We can say, "Yes, we have improved this operation through training and we have saved 17% in cost of this or that function." It is especially difficult to measure changes in attitude, yet that's one of the prime objectives we should have today because it is a vehicle for cost reduction.

Recently we were able to show a definite change, an improvement, through the use of training. We wanted to measure changes in supervisory attitudes after our human relations series,

(Continued on page 101)

GSA's Letter-Writing Manual

EDMUND F. MANSURE, Administrator of General Services Administration, announced publication of a pamphlet for Government-wide use in GSA's program to improve letterwriting and paperwork in Federal agencies. The Superintendent of Documents sells *Plain Letters* to the public at 30 cents a copy. With simple rules, precepts and guideline suggestions, the 48-page booklet is designed to help letterwriters improve their product by using the 4-S formula of shortness, simplicity, strength, and sincerity. It lists 17 rules for 4-S letters.

In its "Watchlist," the manual warns writers to beware of some 175 overworked or misused words and phrases; recommends shorter, simpler, and clearer expressions to take their place. Notable examples of plain letters of great Americans offer a further spur to better letterwriting. The sampling includes letters by Thomas Jefferson, John Jay, Theodore Roosevelt, and Franklin K. Lane. The outstanding master of the plain letter—simple, direct, and courteous—was Abraham Lincoln. Four examples of Lincoln's are included.

In explaining the role of *Plain Letters* in the GSA program, Dr. Wayne C. Grover, Archivist of the United States, pointed out that "today's paperwork is tomorrow's archives." The correspondence improvement program is going forward on lines recommended recently in the Hoover Commission Report on Paperwork Management. The National Archives and Records Service is responsible for the program.

Improved letterwriting is one of the program's major goals. To this end, the National Archives has in production a series of booklets designed to raise the quality and cut the cost of the huge volume of Federal letters, estimated by the Hoover Commission at one billion a year. The Commission set the cost of Federal correspondence at one-fourth of the Government's paperwork bill of $4 billion a year.

Plain Letters is the second in the series. The first was *Form Letters*. Issued last fall, it carries rules and patterns for using form letters to speed the flow of correspondence and to reduce its cost. The Superintendent of Documents sells it at 25 cents a copy. The third, *Guide Letters*, is in preparation for publication later this year. It will lay out standards for using predrafted letters to answer foreseeable inquiries.

Mona Sheppard of the Records Management Division, National Archives, prepared the pamphlets as training handbooks, for discussion in paperwork improvement clinics, and as reference texts for letterwriters and stenographers. GSA is planning to issue a correspondence style manual for Government use. The Hoover Commission Task Force on Paperwork Management recommended that GSA sponsor a correspondence style board to set letterwriting standards. The Task Force has estimated savings of $75 million a year for the program.

"The program is just as welcome inside the Government service as outside," Dr. Grover said. "Government employees are just as anxious to do what is sensible, simple, efficient, and economical as other people. Gobbledegook is not an inherited characteristic, born into people destined to work for the Government. It is acquired largely because we work surrounded by the terminology of laws and regulations and because we are required to interpret them for the public. But we need not abandon our basic premise that we work for a Government of law, in order to write plain, straightforward letters."

17 RULES FOR PLAIN LETTERS

For Shortness:

1. Don't make a habit of repeating what is said in a letter you answer.
2. Avoid needless words and needless information.
3. Beware of roundabout prepositional phrases, such as with regard to and in reference to.
4. Watch out for nouns and adjectives that derive from verbs. Use these words in their verb form more frequently.
5. Don't qualify your statements witn irrelevent "ifs."

For Simplicity:

6. Know your subject so well you can discuss it naturally and confidently.
7. Use short words, short sentences, and short paragraphs.
8. Be compact. Don't separate closely related parts of sentences.
9. Tie thoughts together so your reader can follow you from one to another without getting lost.

For Strength:

10. Use specific, concrete words.
11. Use more active verbs.
12. Don't explain your answer before giving it. Give answers straightaway, then explain if necessary.
13. Don't hedge. Avoid expressions like it appears.

For Sincerity:

14. Be human. Use words that stand for human beings, like the names of persons and the personal pronouns you, he, she, we, and so on.
15. Admit mistakes. Don't hide them behind meaningless words.
16. Don't overwhelm your reader with intensives and emphatics.
17. Do not be obsequious or arrogant. Strive to express yourself in a friendly way and with a simple dignity befitting the United States Government.

The 4-S letterwriting formula from the Government's handbook, "Plain Letters," published by the General Services Administration (see page opposite).

How to Use an Accounting Machine for Payroll Work

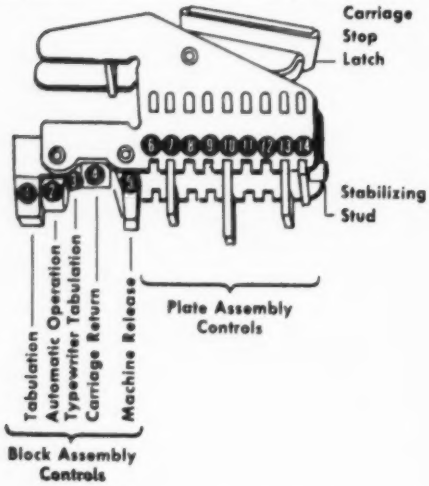
A. O. HARDING
Treasurer, New Castle Products, Inc.
New Castle, Ind.

WHETHER YOU USE an accounting machine or not, it may be interesting to you to know its basic functions. These are the five fundamentals in an accounting machine: (1) more than one total; (2) typewriter; (3) moving carriage; (4) a means of entering and printing figures; (5) a method of controlling carriage movement and addition into or subtraction from totals.

The first four are almost self-evident. The machine we use for bookkeeping work at our company is a National Class 31. It has ten totals, an electric typewriter and a standard adding machine keyboard for entry of figures.

Control of the machine is the fascinating subject. We have all seen the tabulating bar, on a typewriter, which has metal stops placed along it at various intervals as desired. When the tabulating bar is depressed, the carriage moves until it is stopped by one of these metal tabs.

The accounting machine also has stops. Their first function is to stop the movement of the carriage but they are much more complicated than typewriter stops. As a matter of fact, they control almost every function of the machine. This is what they look like:



These stops are placed along a steel bar, not unlike that of a typewriter. When the stop brings the carriage to a halt, that stop comes to rest over a sort of metal keyboard.

Glance again at the illustration above. Notice the metal plates hanging down from the stop. These contact the keyboard and virtually "tell the machine what to do." There are nine slots (6-14 inclusive) for insertion of these metal plates. There are actually 18 positions for the plates because they can be inserted either at the left side (the side facing you in the illustration) or the right side. The plates come in three different lengths.

Thus, what the machine does depends upon *where* various plates are inserted and upon the length of each plate. Each stop is "made to order" for whatever function is desired, then placed on the steel bar (called a form bar) permanently. These plates control addition into or subtraction from all totals. They control the automatic subtotaling or clearing of any or all totals. They control opening, closing and return of the carriage. They control dating, non-

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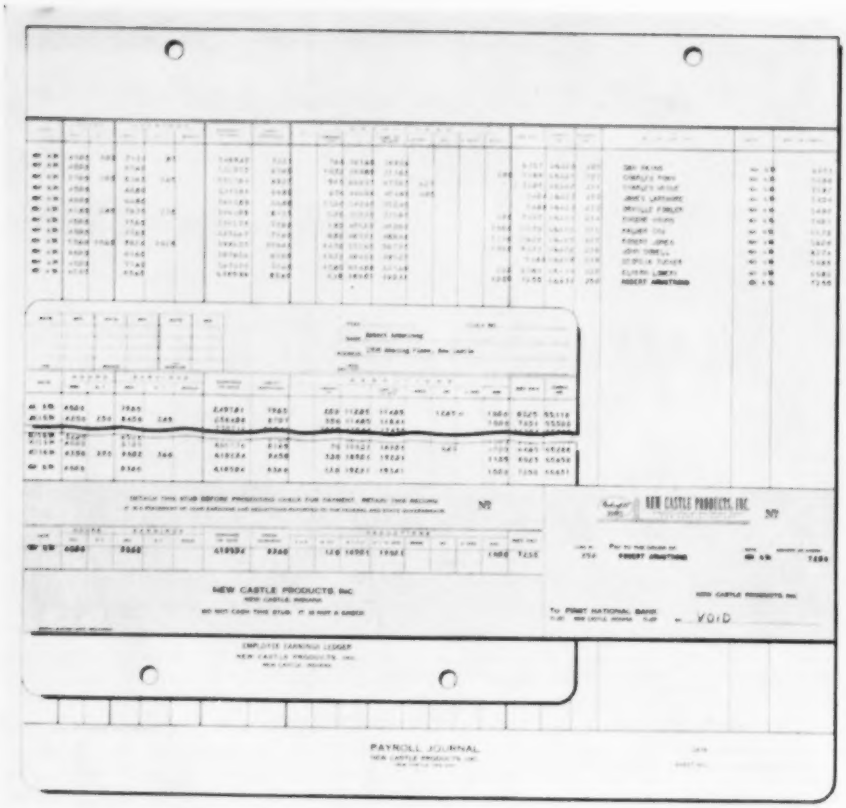

Fig. 1. Pay statement, check, earnings record, payroll journal and check register are created at one time.

printing, forward and reverse tabulation, vertical spacing and other functions of the machine.

If you were setting up an accounting machine application, you might say to yourself, "Now, in this particular column I want to add into Total #1 and Total #5, subtract from Total #8, print the date and tabulate forward to the next stop or column." You would then place plates in the proper position of a stop, so that these functions would be performed automatically in that particular column.

Perhaps in the next column, you want to clear Total #1, add into Total #4, space up the journal sheet and return the carriage to the beginning position. A stop holding the plates to perform these functions, properly placed in position on the form bar to correspond with that column, will do the job automatically.

These stops may be clipped on the form bar, or removed at will. If it is necessary to change the function of one or more columns, it is only necessary to remove the stops and change the plates in them. This is usually done, of course, by a representative of the machine company.

Further, the form bar itself may be

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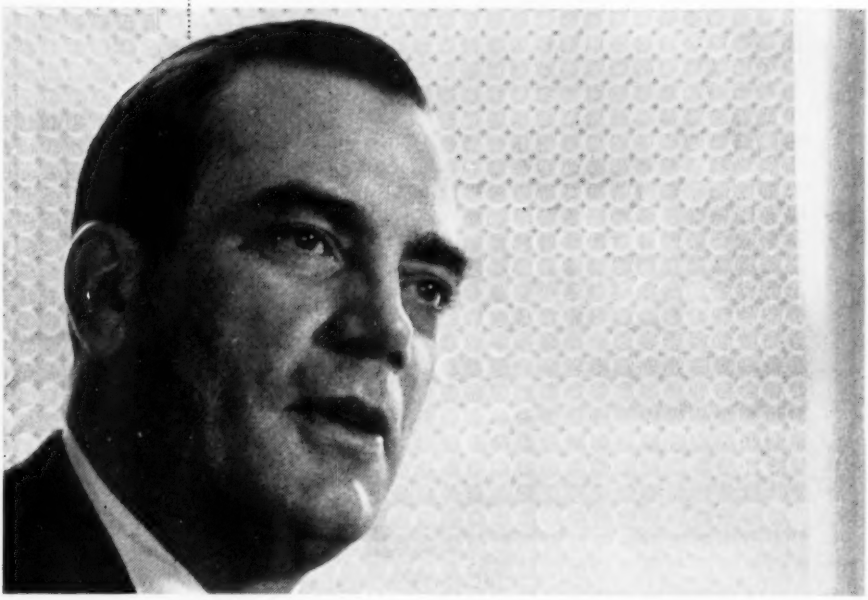

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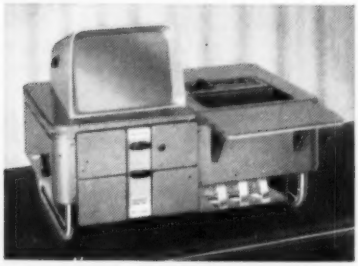

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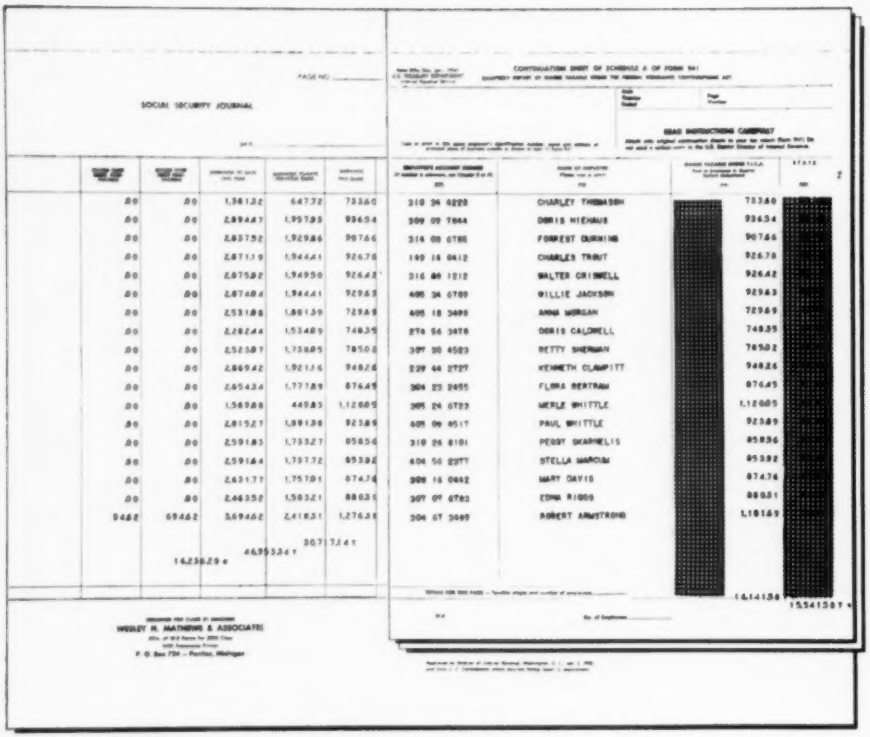

Fig. 2. On 941a Report, operator enters two figures (earnings to date and earnings to end of previous quarter), both read directly from earnings record. Machine does all computation, automatically printing figures.

very easily removed and replaced by another to change the entire function of the machine. This is not done by the company, but by the operator when she wants to change from one application to another—as from accounts receivable to accounts payable. The change is made simply by raising a button at either end of the form bar, which is in the front of the machine, not at the back as on a typewriter, and sliding it off. These form bars are sometimes referred to as control panels.

You will notice from the above description that the chief duty of the operator is to set up amounts on a standard adding machine keyboard and touch a motor bar similar to that on an adding machine; then, to do any typing necessary. The machine itself controls the rest of the work automatically.

Now let us see how these principles apply to a specific accounting machine application. Take a look at the illustration of the payroll forms we use here at New Castle Products (Fig. 1). The pay statement, check, earnings record and payroll journal are written at the same time. Gross and net earnings, as well as earnings to date and combined withholding and F. I. C. A. to date, are automatically computed and printed by the machine. Journal columns accumulate as posting takes place.

You can see, with the explanation of stops given above, what actually takes place. We will not take every column, but just a few, to demonstrate the func-

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tioning of the machine. The first three columns at the left (date, regular hours and overtime hours) involve no totals. The stops in these positions tell the machine just to print. But in the next three columns (regular, overtime and bonus earnings) the stops must add into two totals — call them Total #1 and Total #2—in order to arrive at earnings to date and gross earnings.

After these three figures are inserted, the machine arrives at a stop *between* the bonus and earnings-to-date columns. In this position, the *previous* earnings-to-date figure (which may be seen on the earnings record) is inserted. The stop automatically adds this amount into Total #2 and causes the machine to move over to the earnings-to-date column, where another stop instantly clears Total #2 and moves the machine to the gross earnings column. Here another stop immediately tells the machine to subtotal Total #1, and to *add* into, say, Total #3, which will provide an *overall* total of payroll earnings.

Total #1 in this instance is being used to cross-add and subtract earnings and deductions to arrive at the amount of net pay. In the "combined tax" position, Total #2 can be *re-used* to figure combined tax-to-date, in the same manner that earnings-to-date were figured.

In each of the deduction columns, the amount entered will subtract from Total #1 and *add* to an individual total so that the columns will accumulate automatically as entries are made.

The fact that functions of the machine may be controlled automatically by stops provides an almost magic quality to some of the operations performed. An excellent illustration of this is to be found in the machine preparation of a 941a report (Fig. 2).

Forms for both Federal and State governments are prepared at the same time. The operator of the machine, reading from the individual earnings records, has nothing to do but enter earnings-to-date this year, and earnings-to-date up to the end of the previous quarter. She also types in employee's account number and name, unless this information has been Addressographed beforehand. *Every other function is completely automatic, and completely under the control of stops.*

The machine immediately prints the earnings this quarter, then goes on through a series of non-print automatic stops and computes wages taxable under F. I. C. A. for this quarter, and State taxable wages for the quarter. To do this, the machine subtracts $3,600 from the earnings-to-date for the year; the plus remainder—if any—is automatically subtracted from the Federal taxable

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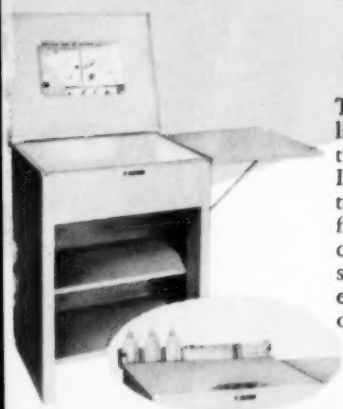

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LT-23 nuLite $135.00 DT-26 Developing Table Top $45.00
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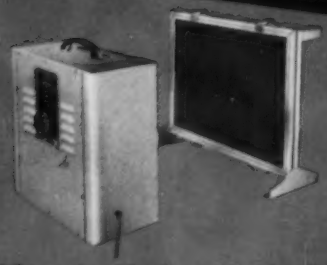
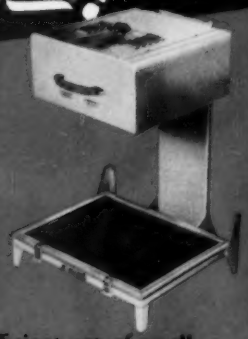


3

MODELS

HANDLE PLATES 13" x 18"

OVERALL SIZE



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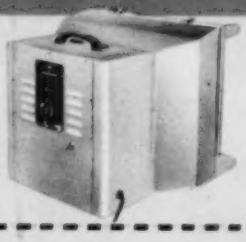

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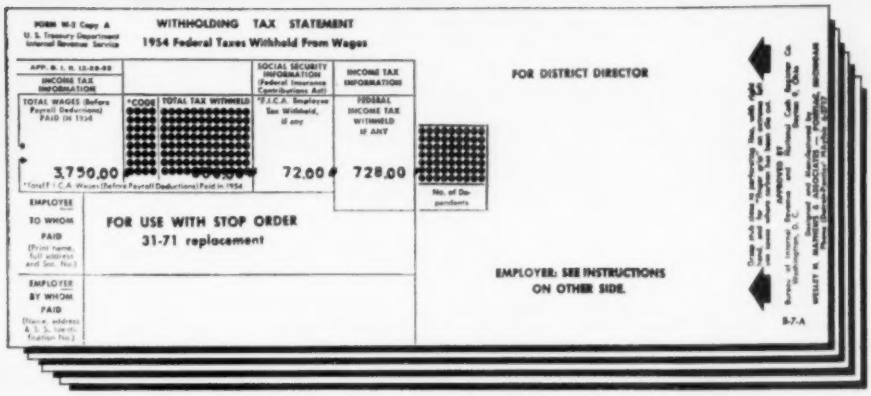
FORM W-2 Copy A
U. S. Treasury Department
Internal Revenue Service

WITHHOLDING TAX STATEMENT
1954 Federal Taxes Withheld From Wages

APP. B. I. R. 12-28-50

INCOME TAX INFORMATION

TOTAL WAGES (Before Payroll Deductions) PAID IN 1954
3,750.00

*CODE

TOTAL TAX WITHHELD

SOCIAL SECURITY INFORMATION (Federal Insurance Contributions Act)
*F.I.C.A. Employee Tax Withheld, if any
72.00

INCOME TAX INFORMATION
FEDERAL INCOME TAX WITHHELD IF ANY
728.00

*Total F. I. C. A. Wages (Before Payroll Deductions) Paid in 1954

No. of Dependents

EMPLOYEE TO WHOM PAID (Print name, full address and Soc. No.)

FOR USE WITH STOP ORDER
31-71 replacement

EMPLOYER BY WHOM PAID (Name, address & U. S. Identification No.)

FOR DISTRICT DIRECTOR

EMPLOYER: SEE INSTRUCTIONS ON OTHER SIDE.

Cross out zeros in unused boxes. Use only black ink. Type "X" in "Yes" or "No" boxes. Do not remove any copy.

APPROVED BY Bureau of Internal Revenue and Treasury, Washington, D. C.

Comptroller General of the United States, Washington, D. C.

Form and Manufactured Under Patents Issued to WESLEY M. MANNING & ASSOCIATES — Portland, Michigan
Patents Issued October 27, 1953, 4,717

S-7-A

Fig. 3. W-2 Forms are automatically written by the accounting machine.

wages for this quarter. In like manner, the machine subtracts $3,000 from earnings-to-date for the year and deducts any plus difference from State taxable wages for this quarter.

For instance, if a man's total earnings for the year to date are $3,700 and his earnings this quarter (which are included in the $3,700) are $800, $700 of that amount is taxable under F. I. C. A. and $100 is taxable for the State. To do this work mentally, even with the aid of an adding machine, requires considerable effort and is easily subject to error. Our entire job for 470 employees now takes one girl just one day. It was a full four-days' work when the forms were done separately by hand.

When W-2's are written, the machine takes the *combined tax* figure (F. I. C. A. and Withholding), as shown by the earnings record, and breaks out the F. I. C. A. and Withholding Tax, printing the two figures on the W-2 form. It is an advantage to use a combined tax figure throughout the year since only one computation (instead of two) must be made for each employee when the payroll is written. Also, only one previous balance figure must be picked up.

A basic knowledge of accounting machine operation can help you design your own forms and apply your own problems to machine work. In our company, one accounting machine handles not only payroll, but also inventory records, sales journal, cash receipts journal, accounts receivable ledger cards, voucher register, vouchers, accounts payable distribution and cash disbursements journal. This single-machine mechanization has saved the time of three people in our bookkeeping department, enabling us to make a very large percentage of profit from our investment in the accounting machine.

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30th Annual NOMDA Convention in Denver, June 26-29

WILBUR E. WALKER
NOMDA President

ONE OF THE BEST programs ever presented by the National Office Machine Dealers Assn. at any of its 29 previous annual Conventions and Trade Exhibits is scheduled for June 26-29 in Denver. There will be only one speaker during the entire four days. The remainder of the time will be devoted to panel discussions, business meetings and visiting the exhibits. There will be panel discussions every afternoon after disposing of a limited amount of association business.

Dr. Kenneth McFarland of Topeka, Kans., is to be the keynote speaker. He will talk at the opening luncheon on Monday, June 27, in the Silver Glade Room of the Cosmopolitan Hotel. Dr. McFarland is considered one of America's great speakers and comes to the convention as a member of the Speakers Bureau of General Motors Corp. There is hardly a corner of the country in which he has not appeared as a speaker to just about every type of gathering. An airline has described him as "America's Number One Air Passenger." This enables him to make on-the-spot observations of business affairs all over the nation and gives him a close insight into our economy.

After a complete survey of the wishes of the membership, arrangements have been made to hold a wide variety of panels on many phases of the office machine industry. Subjects on the agenda are advertising, electric typewriters, adding machines, discount houses, calcu-

NOMDA officers and directors. Front row: Martin Waisbren; Charles Krause Jr., general counsel; Harold Steinke, treasurer; David Silvers, vice president; Wilbur Walker, president; D. L. Keeney Jr., secretary; Harold Peck, Liston Jackson. Middle row: Harold Mann, executive secretary; Charles Taylor, C. W. McLane, Samuel Stein, Vito Randazzo, Harry Van Zant, Alfred Foxcroft, Fred Standley, Robert Randazzo, Gordon Miller, W. A. Johnston, Edward Pfitzenmaier, Herbert Toussaint. Rear row: John Romano, Jack Davenport, Irving Ritchie, Russell Brewington, Harvey Miner, Mario Teschion, Paul McWilliams, Ed McHale, James Ward, Jules Waedekin, Irwin Vincent, Miller Huggins.

NOMDA Convention Program

SUNDAY, JUNE 26

9 a.m.	Exhibits Open.
10 a.m.	Golf Tournament at Willis Case Country Club.
3 p.m.	Board Meeting in the Paddock Room, Cosmopolitan Hotel.

MONDAY, JUNE 27

9 a.m.	Exhibits Open.
12:30 p.m.	Luncheon. Invocation by Rev. Howard L. Elston. Guest Speaker, Dr. Kenneth McFarland. Business Meeting, Report of Nominating Committee. Panel Discussions.
6:30 p.m.	Buses Leave Cosmopolitan Hotel for Outdoor Chuckwagon Bonfire Dinner at Willow Springs Country Club, Morrison, Colo.

TUESDAY, JUNE 28

9 a.m.	Exhibits Open.
9 a.m.	Display of Entries for NOMDA Awards.
12:30 p.m.	Luncheon. Business Meeting, Election of Officers and Directors. Panel Discussions. Board of Directors Meeting.

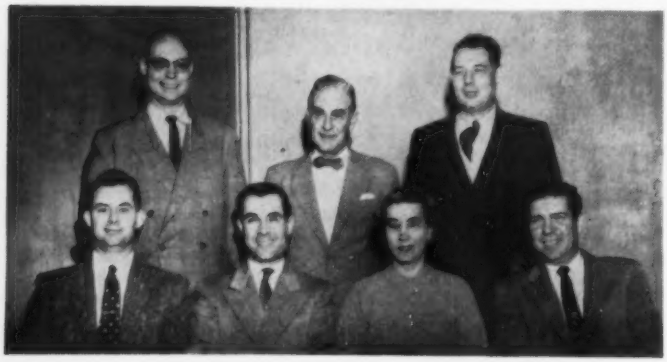
WEDNESDAY, JUNE 29

9 a.m.	Exhibits Open. Awards Display.
9:30 a.m.	Breakfast for Presidents and Secretaries of All Local Associations.
12:30 p.m.	Luncheon. Awards to Winners of Membership Drive. Panel Discussion.
7 p.m.	Banquet.

lators, addressing machines, cash registers, bookkeeping machines and dictating machines. Each panel will be conducted by a member well versed in the topic to which he is assigned. The discussions will cover a wide range of topics with a view to giving each one in attendance a better perspective of his business.

Number one panel as shown by the survey will be electric typewriters. Next in the number of votes received was adding machines, with discount houses third. The spread between the top items for talks was very slim. Calculators received strong support and will have a big turnout. The votes for all other panels ran at a very even level.

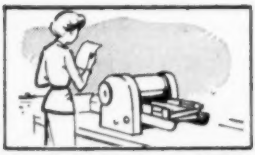
"We want the dealers to leave Denver with a pocket full of ideas that will enable them to make more money and do a better business," declared NOMDA



NOMDA Convention committee chairmen. In front, Frank Stark; Louis Santangelo Jr., president of the Rocky Mountain group; Mrs. Louis DeSciose; Ralph Legge, general chairman. Rear: Pau Honour, Joe Evans and Harry Honour.

For clean, sharp, easy-to-read impressions . . . nothing beats WAUSAU IMPRESSION PAPERS!

Lithograph—small jobs or large, lint-free, long runs or short.



Stencil Duplicating—quick-drying, minimum set-off.

Spirit or Gelatin Process—low-cost, clear, sharp copies.

KEY PRODUCTION PAPERS

For the 3 major processes

Here's the important thing to remember: Whether you use lithograph, stencil duplicating, spirit or gelatin process, you can depend on WAUSAU IMPRESSION PAPERS for best impressions. These papers are accepted as *key production papers* because of their uniform quality, brightness and receptiveness to ink.

WAUSAU IMPRESSION PAPERS are made of highest grade virgin fibre and are tub-sized. They are full-bodied, lie flat and feed easily for long, fast runs. Available in new bright white and a wide range of colors.

The complete Wausau Impression Paper line is available nationally through authorized distributors and stationers.

Our 56th Year

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Artisans of Fine Papers

WAUSAU PAPER MILLS CO.

Executive Sales Offices
111 W. Washington Street, Chicago 2, Illinois
Mills at BROKAW, WISCONSIN
Member—Wisconsin Paper Group

Dr. Kenneth McFarland, keynoter at the NOMDA Convention, is the only person outside the industry who will speak.

President Wilbur Walker. "The panels are bound to serve that purpose and enough discussions will be held to cover just about every type of office machine handled."

Denver's three leading hotels will house most of the members and guests at the convention. Headquarters will be the Cosmopolitan Hotel. No hotel in the city was able to set aside sufficient rooms to care for all those who will attend, so dealers and their wives will be assigned rooms in the Cosmopolitan, Brown Palace and Shirley Savoy. The Brown Palace is across the street from the Cosmopolitan and the Shirley Savoy is one square away. All room reservations are handled by a central agency, the Convention & Visitors Bureau of Denver. Between the three hotels, a large block of rooms is available. Motels will, of course, take care of a large number of those who drive to Denver.

There will be a full program of activities for the ladies. Under the leadership of Mrs. Louis DeSciose of Denver, visiting ladies will be kept comfortably busy seeing the sights and participating in some interesting events. After the talk by Dr. Kenneth McFarland at luncheon on the opening day, the ladies will tour the city with a stop at the United States Mint and a visit to the step on the capitol grounds that marks the 5,280-ft. altitude mark. Monday night will be the outdoor chuckwagon, bonfire dinner in the foothills of the Rockies. Also on the program will be community singing and dancing to a real Western trio. On Tuesday afternoon there will be a luncheon and fashion show at the Park Lane, newest and finest residential hotel in the city. This will be followed by bingo games for beautiful prizes. Tuesday night will find the ladies with their husbands taking in whatever events the city has to offer with no planned entertainment that night. Wednesday will be given over to their getting rested and prettied up for the big banquet and dance at the Cosmopolitan Hotel, closing event of the four days.

It is not necessary to be a member of the National Office Machine Dealers Assn. to attend the Convention and Trade Exhibit in Denver. All retail dealers in the country are invited. The event is an industry wide affair for the good of all and every dealer, member or not, should be on hand for the benefits of the four-day sessions.

NOMDA Exhibitors

Addo Machine Co.
Alma Office Machine Corp.
R. C. Allen Business Machines, Inc.
Ames Supply Co.
Atlas Stencil Files Corp.
Bohn Duplicator Corp.
Burroughs Corp.
California Typewriter Exchange
Check Writer Co.
Clary Corp.
Cormac Industries
Elliott Addressing Machine Co.
Ennis Tag & Salesbook Co.
Facit, Inc.
Felt & Tarrant Mfg. Co.
Frankel Mfg. Co.
Gestetner Duplicator Corp.
Gramont Corp.
Hennus Co.
Indiana Cash Drawer Co.
Inter-Continental Trading Corp.
Lansdale Products Corp.
Lix Distributing Co.
Maso Steel Products, Inc.
Metropolitan Typewriter Co.
National Cash Register Co.
Olivetti Corp. of America
Paillard Products, Inc.
Pearl Engraving Corp.
Print-O-Matic Co.
Reliable Typewriter & Adding Machine Co.
Remington Rand, Inc.
Rex-O-graph, Inc.
Rite-Line Corp.
Royal Typewriter Co.
Shipman-Ward Mfg. Co.
Smith-Corona, Inc.
Speed-O-Matic Co.
Swift Business Machines Corp.
Tiffany Stand Co.
Underwood Corp.
Victor Adding Machine Co.
Chic Webb

NEW! Victor Calculator

Exclusive: Fully automatic multiplication . . . automatic constant lever . . . total transfer feature

The new Victor Mult-O-Matic is the only machine with completely automatic multiplication from one simple set of keys. You multiply figures as you would write them—only the multiplicand, multiplier and answer are printed on tape. No other confusing figures or symbols are printed.

Simplified automatic constant lever lets you multiply same figure repeatedly without re-entering each time.

New total transfer button lets you retain a total in the machine so that it can be multiplied by another figure.

Don't wait. Call for a free tryout! Look under "V" for Victor in the adding machine section in your classified phone book . . . or write.

VICTOR ADDING MACHINE CO., CHICAGO 18, ILLINOIS
Victor-McCaskey Limited, Galt, Ontario

Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment and Electri-Cars.

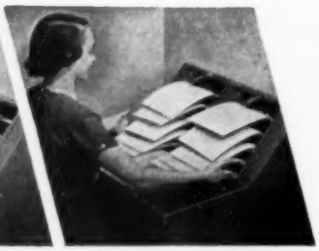
Six Steps to GREATER EFFICIENCY in your office...

One of the tightest bottlenecks in even the most modern equipped duplicating department is the collating, assembling or gathering of duplicated sheets into sets. Now, with the new easy-to-operate Thomas Collator, one girl can do the work of five—faster, more accurately, and with a minimum amount of effort and confusion.

HERE'S HOW IT'S DONE!

1. She quickly loads as many as 10 pages.

2. Her foot releases pedal; sheets move out quickly.



3. Pages are always under inspection; blanks can't slip by.

4. Pages are collated; action starts for next set.

5. Releases pedal as she stacks. Elapsed time—five seconds.

6. Take this sixth step now! Just fill out and mail the attached coupon. We'll rush complete information on The Thomas Collator immediately . . . without any obligation on your part.

THOMAS COLLATORS, INC., Dept. B
50 Church St., New York 7, N. Y.

Please send me details on the Thomas Collator.

Name.....

Firm.....

Address.....

City.....Zone.....State.....

Thomas Collators ®

135 Sales and Service Offices from Coast to Coast

Dept. B., 50 Church Street
New York 7, N. Y.

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The Care of Offset Blankets

B. P. NILLES
President, Rapid Roller Co., Chicago

OFFSET BLANKETS are made in 2, 3 and 4 plies of fabric, laminated by thin layers of rubber. This laminated structure is covered by an approximately .020″-thick top layer of a synthetic rubber compound so that the total thickness of the blanket is from .055″ to .075″, depending upon the number of fabric plies used. The fabric is made from long staple domestic and Egyptian cotton, woven to strict specifications. It is carefully treated for minimum stretch. The top rubber surface, the most important part of the blanket, is made by coating the fabric with a very large number of thin coats of cement of a synthetic rubber compound. The blanket is then festooned to permit the last traces of solvent to evaporate before vulcanization.

Before World War II, nearly all blankets were made from natural rubber, which even linseed oil inks would emboss or swell, limiting the blanket's useful life. The surface was more sensitive to oxidation, too. The result was glazy or tacky blankets. Today most of the synthetic rubbers used are not affected at all by linseed oil and, when compounded properly, will stand up well in modern fast drying and gloss inks. However, even now the use of driers in inks should be reduced to the necessary minimum. Fast drying inks that leave a layer of dried varnish on the blankets are the main cause of blanket glazing.

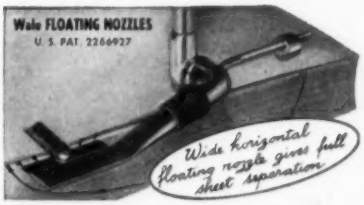
Another important quality of a good blanket is its lifting qualities; the true reproduction of colors, solids and halftones. This results from the overall physical properties of the top layer of rubber and the total structure of the blanket.

Correlation of these properties with

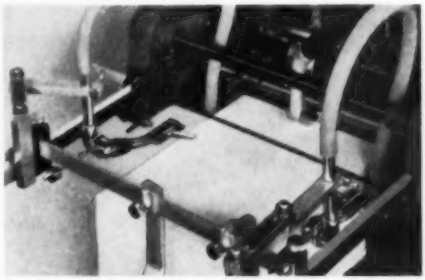
Multilith, Davidson and Webendorfer operators!

STOP Mis-feeds

with Wale FLOATING NOZZLES!



Having feeding trouble with your OFFSET duplicator?
Cut waste and operating costs — feed tissue, card, book paper without misfeeds!



Shown installed on Davidson Duplicator

WRITE for complete information and "Pressman's Paper Feeding Guide" packed full of tips on paper feeding.

Wale Floating Nozzles*
300 Broadway, San Francisco 11, California

Please send information on Wale Floating Nozzles for ..... offset duplicator and FREE COPY of "Pressman's Paper Feeding Guide".

Name .....

Company .....

Address .....

City and State .....

***Manufactured by Roller Press, San Francisco**

SAVE WITHOUT WORRY
FIND IN A HURRY

Offset Plates and Negatives
Stencils and X- Rays

USE ATLAS VERTICAL FILING SYSTEMS

Atlas Jumbo Models

A Jumbo Model 16" wide
B Jumbo Model 18½" wide
C Jumbo Model 26½" wide

Jumbo Model — Two drawer suspension unit files 700 to 1400 plates, negatives, stencils, x-rays etc.

A Jumbo (illustrated) 52" high, 16" wide, 28" deep, files 11½" wide hangers.

B Jumbo 52" high, 18½" wide, 26" deep, files 14" wide hangers.

C Jumbo 52" high, 26½" wide, 26" deep, files 22" wide hangers.

See Atlas Vertical Filing Systems at NOMDA Convention—Booth 53

Write for catalog illustrating the many other Atlas models.

ATLAS HANGERS
A TYPE FOR EVERY NEED

Choose the hangers best for your requirements.

DNP (illustrated) Nega-Plate Envelope Hanger for offset plate and negative.
SH for serrated edge offset plates.
PSC for offset plates, negatives, stencils etc.
DSH for standard stencils.
DGR for foreign heading stencils.
GIH for group and specialty filing.

ONLY ATLAS MANUFACTURES A COMPLETE LINE OF PATENTED HANGERS IN 11½", 14" and 22" WIDTHS

ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

printing performance, however, is very difficult. Blanket manufacturers have worked out specifications as to hardness, permanence and compression set of the top layer compound, and other individual characteristics but, unfortunately, this is not 100% foolproof. We cannot predict, for instance, how long a blanket will last on the press even barring accidents that might occur. Blankets themselves have a stretch below 2% and a tensile strength of over 400 lbs. per lineal inch.

The blanket must be cut perfectly square and the bars put on parallel to each other, perpendicular to the blanket, and tightened uniformly across the blanket. This is necessary to avoid bowing in, which in many cases can be traced to uneven tightening of the bolts and to inexact cutting of the blanket. It is virtually impossible to tear a blanket, if it is mounted correctly, because it would take a pull of about 15 tons to tear a large, 55" x 77" blanket. Take care that the blanket is not creased or pinched during handling. Any damage inflicted to the surface is irreparable. Blankets should be packed on the press just enough to provide a kiss impression or a printing pressure not exceeding .004". Too much pressure will enhance embossing and engraving of the blanket, and impair printing quality.

Blankets should be stored in a dark, cool place. They should be placed rubber to rubber. Although synthetic rubber is not nearly as much affected by heat and light as is natural rubber, and although protective materials called anti-oxidants are incorporated in every rubber compound, blankets exposed to light and/or heat will eventually become glazy and slick, and lose ink receptivity.

The most important maintenance feature is the washup operation. As a daily wash, preferably petroleum distillates boiling between 190° and 265° should be used. Slow evaporating solvents such as kerosene are very harmful and should be avoided because these remain in the blankets long enough to

FREE!

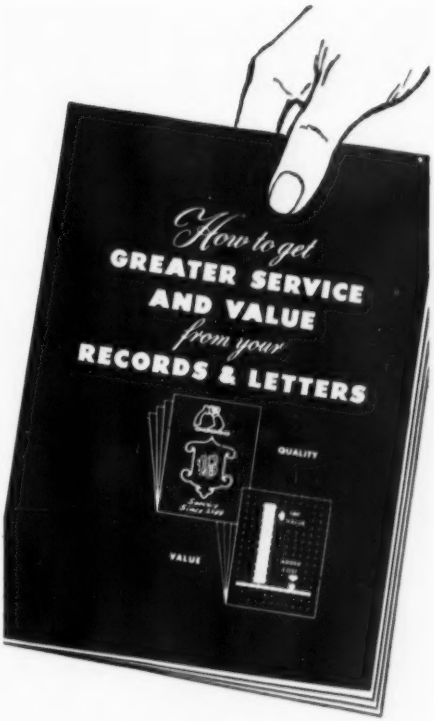
A Guide to BETTER RECORDS and IMPRESSIVE LETTERS

Here is a comprehensive resume of essential facts that will help you to more efficient paper selection. It is yours for the asking.

With this handy guide, amply illustrated and simply written, you will be better able to

- ★ *Judge paper properties and their value.*
- ★ *Determine the effect of paper prices on total record or letter costs.*
- ★ *Get correct, most economical grade for each specific need.*
- ★ *Choose papers of permanence, durability, prestige.*

If you use, select or buy record or letter papers, you will find this an invaluable guide in making the best choice for all of your needs.



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Please send me FREE copy of "How To Get Greater Service and Value From Your Records and Letters."

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Company_____

Street_____

City_____ State_____

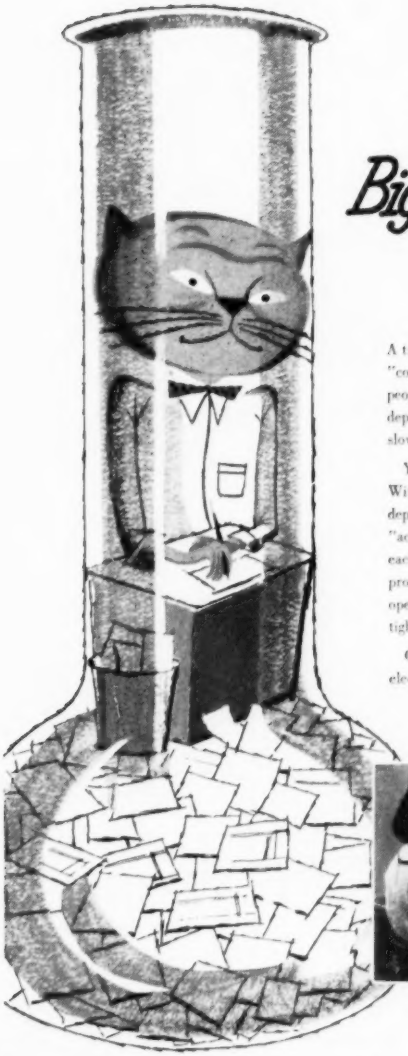
Please Print Plainly G

cause swelling, embossing or a mushy print. Stay away from coal tar solvents, ketones, esters, any chlorinated solvents and especially turpentine and pine oil. The latter two will enhance oxidation of the blankets resulting in tackiness and subsequent glaze. The wash should be kept from the edges of the blankets as much as possible. If it is permitted to seep under the blanket, separation of the layers and plies may take place at the edges.

It will be necessary to resort to more drastic means to recondition a blanket when inks are permitted to dry and where a glaze has developed. Glaze may be due also to dried varnishes and oxidation, dried gum or to coating coming off the paper. To remove this glaze, lye washes or some of the commercial glaze removers may be used. The blanket should be taken off the press to perform this operation.

A number of factors determine the selection of the proper blanket for the proper job. Most important of all are inks. Straight linseed oil inks, which have presented hardly any problems at all, are slowly receding from the market. Modern, fast drying, synthetic inks which contain at least a good portion of petroleum solvents, require a careful synchronization between inks and blankets just as they have to be considered in the compounding of modern rollers. The appearance of inks containing polar solvents will present the blanket manufacturer with problems which will be difficult to solve.

Another factor in the selection of blankets are the stocks to be printed. Rough cardboard and coated paper may require different blankets. The increasing application of grainless and presensitized plates will tax the specification of a blanket's evenness and smoothness to an ever increased degree. Considerable research has been done by blanket manufacturers and continued research and progress may make today's blankets obsolete tomorrow. — *From a talk before the Printing House Craftsmen, Chicago.*



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A tremendous amount of daily paperwork in your company makes "copy cats" out of valuable personnel. Again and again, these people copy by hand the *same original information* from one departmental form to another. Their work is a big bottleneck that slows operations, causes errors, costs thousands of dollars!

You can eliminate this bottleneck with new Copyflex Model 100. With Copyflex, original information is written only once—different departmental copies are mechanically reproduced from the original "action" paper. Letter-size copies are produced at less than 2c each. Copyflex one-writing systems speed and simplify purchasing, production, shipping, invoicing, accounting, and a host of other operations. They free personnel for other important work, give you tighter control of operations, save thousands of dollars.

Copyflex machines are quiet, clean, odorless . . . require only an electrical connection, can be operated by anyone. Mail coupon today.

Desk Top Model 100 Copyflex copies originals 11 inches wide by any length. Makes up to 300 copies of different letter-size originals per hour. $498.50*

Amazing New

BRUNING Copyflex "100"

Copies anything typed, written, printed, or drawn on ordinary translucent paper—in seconds.

Specialists in Copying Since 1897

Charles Bruning Company, Inc., Dept 1305
4700 Montrose Ave., Chicago 41, Illinois

Please send me information on Copyflex Process and the new Model 100 machine.

Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

1 Numbering Machine
10 Jobs go Faster . . .

FORCE
150

Automatic, all-purpose numbering machine speeds up dozens of everyday jobs in office or plant. (Provides consecutive, duplicate or repeat numbering.) See your dealer or let us send our catalog *"How to Select a Numbering Machine."*

Specify FORCE for the Finest

WM. A. FORCE
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Secretaries Love It!

THE LOW COST LIBERTY COPYHOLDER. Holds copy in full view . . . makes typing easier . . . speeds work! In handsome grey finish 7" by 9½", 5" base.

Own One For Every Desk

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Forms Printers

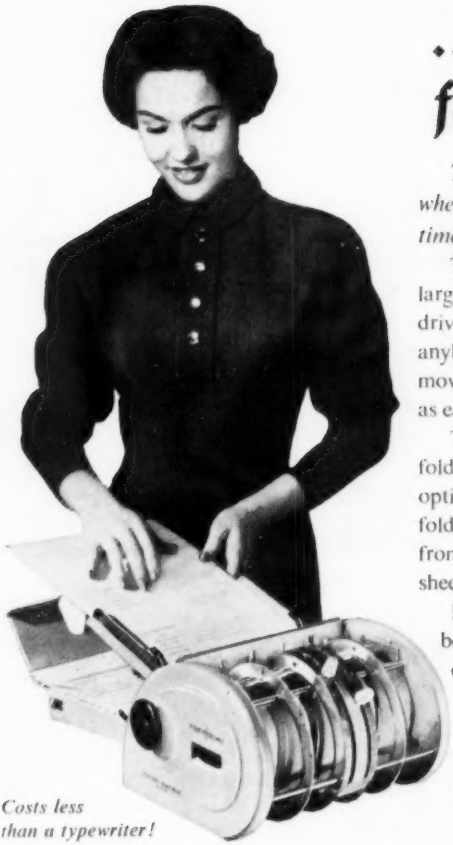
THE Independent Form Printers Group Assn., which was formed five years ago, requires that each of its members be an owner-operator of a web press. Member companies each average close to 45 years experience in serving some of the largest corporations in the east. Their aim is to serve forms users in their locality, to solve the users' problems, and to supply forms of every type for all business, accounting and manufacturing systems; with emphasis on fast deliveries and lower prices.

Associate members of the group include a carbon paper manufacturer and the eastern representative of a press manufacturer. They are given a rough time at meetings of the group because members continually ask them, "Why can't your equipment do this?" As a result, many press improvements have been credited to the group.

Members of the Independent Forms Printers Group Assn. are Allied Printing Co., Providence; Carteret Printing Co., New York; Cromwell Printery, Albany; G. W. Danneman & Co., New York; Harding & Harding, New York; International Formprint Co., New York; Office Systems Printing Co., New York; Premier Printers, Kearny, N. J.; Printhouse Co., Hackensack, N. J.; Schonbar-Leigh Printing Co., New York. Each offers complete forms design and manufacturing services, with personal attention to customers in their respective localities.

What a relief!

...to get rid of folding by hand!



Costs less than a typewriter!

The girls in your office will be mighty glad when you get an FH! You'll be pleased with the time and drudgery it saves!

This handy office folding machine is a little larger than a typewriter, and costs less! Electrically driven, it is fast, accurate, and can be used by anybody. You set it in only a few seconds. Just move two knobs to adjust for the desired folds—as easy as tuning in a TV!

The FH with semi-automatic feed can double-fold *up to 5,000 sheets per hour* (automatic feed optional at slight extra cost). It makes 8 standard folds, in sheets of various weights and finishes, from 3 x 3 up to 8½ x 14 inches. It can even fold sheets that are stapled together.

Precision built, light and portable, the FH can be moved easily, and can be used in several departments. It soon pays for itself in even a small office.

Call the nearest Pitney-Bowes office for a demonstration. Or send the coupon for free illustrated booklet.

The larger, fully automatic, FM folds up to 19,000 sheets per hour.

PITNEY-BOWES

Folding Machines

Made by Pitney-Bowes, Inc.... originators of the postage meter ... 94 branch offices, with service in 259 cities in U.S. and Canada.

PITNEY-BOWES, INC.
3404 Walnut Street,
Stamford, Conn.

Send free booklet on Folding Machines to:

Name _____

Firm _____

Address _____

...a coupon→ for executives who never send in coupons

Royal Typewriter Co., Dept. O-2
2 Park Ave., New York 16, N. Y.

Please send:

( ) A free folder illustrating the Royal Standard in color.

( ) A Royal Representative to demonstrate the new Royal Standard with no obligation.

Name_____

Company_____

Street_____

City & Zone_____ **State**_____

The piece of paper immediately above this type may well change your office from one that looks ordinary to a colorful, cheerful, pleasant-looking place in which to work.

It will bring you a free folder which shows you the famous Royal Standard Typewriter in some of its new colors.

The folder describes in words and pictures, much better than we can do here, just how beautiful the famous Royal Standard now is. It shows how you can mix beauty with practicability in the modern office.

It takes less than a minute to fill in the coupon. It will take only a few minutes to look through the folder.

You should have this free folder.

Why not send in the coupon now? There is no obligation.

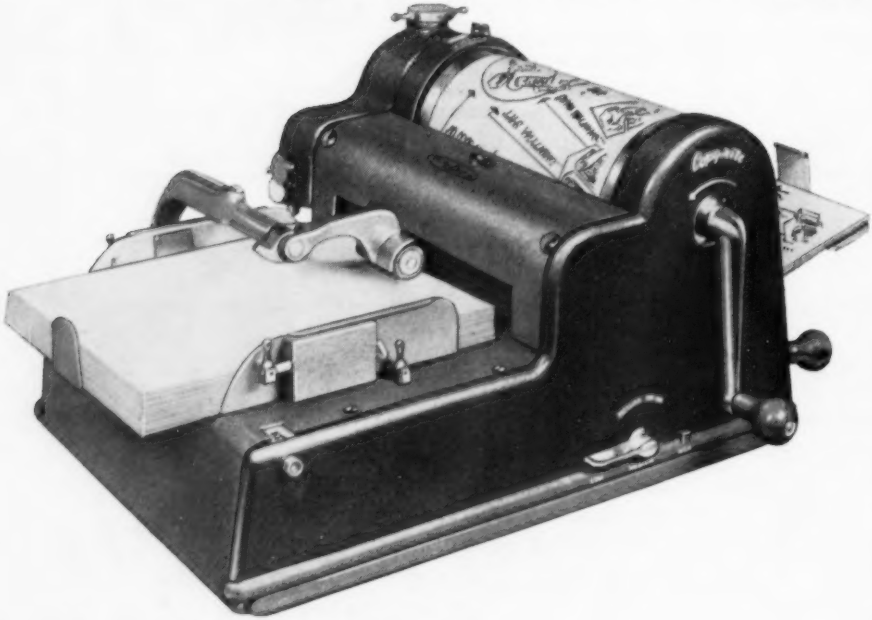
ROYAL®

LECTRIC • PORTABLE • STANDARD • ROYTYPE® BUSINESS SUPPLIES

Royal Typewriter Company, *a division of Royal McBee Corporation*

"Copy-rite"

A NAME RECOGNIZED THE WORLD OVER



No Other Liquid Duplicator Gives You All These Copy-rite Features

- Instant starting
- Roller moistening - No priming
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- Visible indicator to show "setting" at all times
- Position changeable even while machine is operating
- No stencils, gelatin, inks, type or ribbons
- Longer runs and sharper copies in single or multi-color

A complete line of liquid process duplicators including electric models—from $157.50 to $349.50 —all plus tax. F.O.B. Chicago.

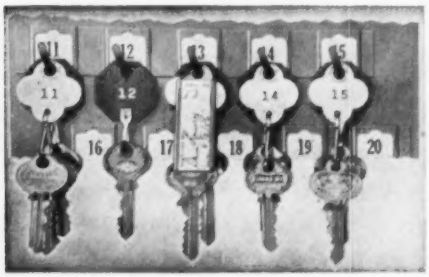
WOLBER DUPLICATOR AND SUPPLY CO.
1217 CORTLAND STREET
CHICAGO 14, ILLINOIS

Training Supervision

(Continued from page 73)

to determine whether the conference contributed toward changing the thinking and attitudes of the participants. We administered a test known as "How Supervise" at the beginning of the training series in January. At the close of training in May, we gave an equivalent form of the same test to the 95 supervisors who participated in the project. The test was designed to measure a supervisor's knowledge and insight of human relations in business.

If both forms had been administered to an individual, one after the other, similar scores would be obtained on both forms. Score comparisons of the A and B Forms indicated these changes between the January and the May test: average scores, Jan., 46.5; average scores, May, 53.1. Perfect score is 70. This represented an improvement of 6.6 points or 14%. As for improvement in



not quite a complete picture . . .

because we can't illustrate the unparalleled convenience and maintenance economy, plus the maximum security, offered by TelKee—the only really "complete" key control system—that's so easy to set up and operate too. But we can give you all the facts if you send for our FREE catalog No. O-20 today!

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The **MOORE KEY CONTROL**® *Systems*

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So that's how you do it —with A.W.FABER **ERASERSTIK!**

The neatest trick a new Typist or Secretary can learn is the EraserStik habit.

You'll save yourself many bad moments of criticism if you make your erasures with EraserStik—clean and quick, without a ghost showing.

This white-polished beauty is encased in wood and shaped like a pencil. Easily sharpened by penknife or mechanical sharpener. With and without brush.

You'll turn out cleaner letters and win executive approval if you use EraserStik. Get some today.

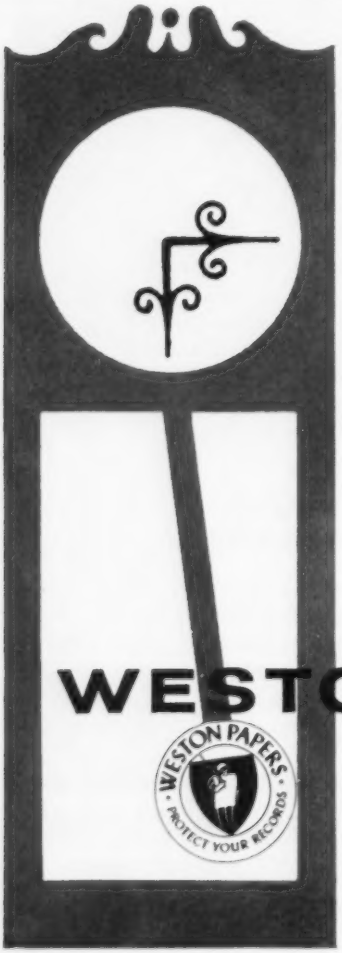
For best performance expose rubber point about 3/16".

A.W.FABER-CASTELL

PENCIL CO., INC. NEWARK 3, N. J.

scores between tests, 78% of the group obtained a higher score on Form B, whereas, 22% received lower scores. While this does not show "amount of improvement," it discloses that more than three-quarters of the group showed improvement on the second test. These comparisons indicated attitudinal changes among 95 office supervisors. While these changes may not result in immediate changes in behavior, we know that attitudes must be changed before changes in behavior can be anticipated.

We have said that training is a tool to improve the individual's effort, to *teach skills, increase knowledge* and *change attitudes.* These objectives are definitely related to a more efficient operation and a lower cost in operating our offices. It is up to us to sell this type of program to our management. We can put it to work *now* to the advantage of our company, our people and, last but *not* least, to ourselves.



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WHITE

the right time for better letterheads?

With the *new, brighter white* in WESTON BOND, *now is the time* to switch to perfection in rag content paper. For distinctive character and attractive economy in letterheads with matching envelopes, ask your printer for

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WESTON PAPERS · PROTECT YOUR RECORDS ·

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BYRON WESTON COMPANY

DALTON, MASSACHUSETTS

Makers of Fine Papers for Business Records Since 1863

Now! DIRECT COPIES in only 4 seconds!

The new "SECRETARY" COPYING MACHINE revolutionizes office copying over night!

Now your own secretary can make you direct copies of anything you need in just 4 seconds . . . without even leaving her desk! Originals can be opaque or translucent, white or colored, printed on one side or both! A portable version of the famous "THERMO-FAX" Copying Machine, it requires no negatives, translucencies or masters . . . no fumes or liquids. Get the facts on the new "SECRETARY" Copying Machine *today*. Write to: Duplicating Products Division, Minnesota Mining and Mfg. Co., Dept. TF06, St. Paul 6, Minnesota.

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Thermo-Fax

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The terms "THERMO-FAX" and "SECRETARY" are trademarks of Minnesota Mining and Manufacturing Co., St. Paul 6, Minn. General Export, 99 Park Ave., New York 16, N. Y. In Canada: London, Ontario, Canada.

New Frigidaire Water Coolers

Cool water for pennies a day— the trouble-free way

Cold water flows in instant response to the all-electric Toe-touch Pedal. And the Flash-O-Matic principle wastes no water or electricity. Stream is constant even when water pressure varies from 25 to 150 lbs. Gleaming stainless steel top.

Seven models, including bottle-type coolers with or without refrigerated storage compartment, and new "explosion-proof" model for use in hazardous areas. Powered by the famous Meter-Miser Compressor. Call your Frigidaire Commercial Dealer or write: Frigidaire, Dayton 1, Ohio. In Canada, Toronto 13, Ont.

Bottle-Type with Compartment

Frigidaire Water Coolers

Built and backed by General Motors

The day we threw away the hand cleaner

It was the day we switched to the new Azograph process to make our copies of bulletins, forms and many other things. I can write, type, draw and rule the masters—make corrections and changes—and there is no smudge, no smear, no stain. The copies look good and the boss gets them in less time, for less cost.

For information clip the *Information Request to your letterhead and mail to A. B. Dick Company, 5700 Touhy Avenue, Chicago 31, Illinois.

*Information Request
See Text
O-655

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THE FIRST NAME IN DUPLICATING

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NEW! FIRST PRACTICAL PLASTIC ALL-PURPOSE TYPEWRITER RIBBON

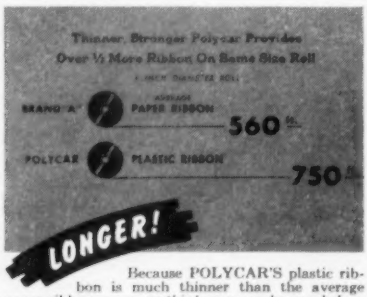
polycar

SHARPER
CLEANER
STRONGER
LONGER } *by far*

No other ribbon gives so sharp and clear a "write" as POLYCAR. That's because it's the thinnest ribbon made and because the non-absorbent acetate film permits crisp transfer of ALL carbon to the paper. POLYCAR typed material has the "prestige" appearance of a printed piece.

Scientific tests show that POLYCAR is twice as strong as average carbon paper ribbons—and thus almost unbreakable in use. Typists and executives welcome this time-and-trouble-saving advantage.

No soiled hands with POLYCAR . . . thanks to uniform application of its new, dry, abrasion-resistant coating. Impressions are practically smudge-proof. Colored acetate leader assures extra cleanliness, makes threading a new ribbon easier and faster.

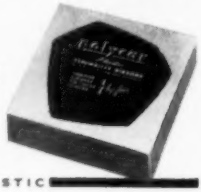


Because POLYCAR'S plastic ribbon is much thinner than the average paper ribbon, over *one-third more* can be spooled on the same size reel. Fewer ribbons to change means time saved.

For all machines with carbon ribbon attachments

Go modern with POLYCAR—the plastic typewriter ribbon that's sharper, cleaner, stronger, longer . . . *by far!*

POLYCAR is sold only through independent ribbon and carbon specialists and dealers. For samples and literature, write



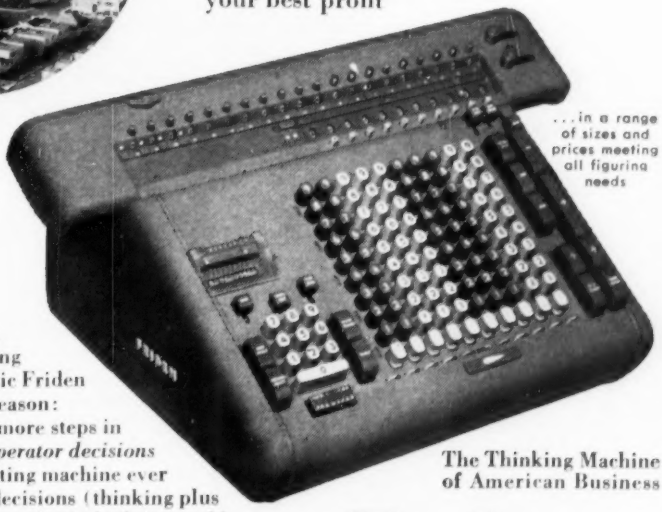
ROCHESTER RIBBON & CARBON CO., INC.

22 Greenleaf St., Box 1212, Rochester 3, N. Y.

SPECIALISTS IN CARBON RIBBONS—BOTH PAPER AND PLASTIC

In today's expanding suburban communities

If you operate a supermarket...
sell building supplies...
or have a real estate
office—the Friden
shows how you can make
your best profit



...in a range of sizes and prices meeting all figuring needs

More businesses of *every* kind, every day, mechanize their figuring with the fully automatic Friden Calculator—for this reason: The Friden performs more steps in figure-work *without operator decisions* than any other calculating machine ever developed. Operator decisions (thinking plus motions) take time—much of which is saved by Friden figure-thinking. Time-savings on payroll, invoices, inventory, discounts, cost control—*all* business calculations—amortize quickly the cost of this machine. And operation is no problem: So *automatic* is the Friden that anyone can use it with the simplest instructions.

The Thinking Machine of American Business

Friden

Products of Friden: THE AUTOMATIC CALCULATOR
THE NATURAL WAY ADDING MACHINE • THE COMPUTYPER
THE ADD-PUNCH MACHINE

EASY TO SEE THE COST SAVINGS a Friden can bring your business. Ask your nearby Friden Man to show you some examples with your own figure-work. Friden sales, instruction and service available throughout the U.S. and the world. FRIDEN CALCULATING MACHINE CO., INC., San Leandro, California.

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This is

KARD-VEYER

The ALL-NEW

Mechanized Card Record File

Kard-Veyer is the *new* electrically-powered card file unit that reduces finding, posting and filing time to seconds. Here's an all-in-one, fatigue-reducing, high output work station that can save profit dollars in time and space for you.

Kard-Veyer houses from 16,000 to 80,000 cards in sizes from 8″ x 5″ to 2¼″ x 3″, including standard punched-cards.

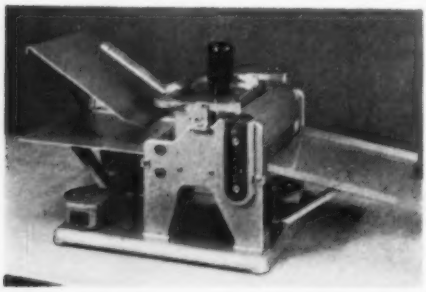
If your records-keeping operation includes a large, active card file, investigate Kard-Veyer *today*. Call the Remington Rand Office near you, or, write to Room 1626, 315 Fourth Avenue, New York 10, N. Y. Ask for LBV706.

Remington Rand INC.

New Products

SPIRIT MASTERS PRODUCED AUTOMATICALLY

Haloid Co., Dept. SD-1, 55-18X Haloid St., Rochester 3, N. Y., announces the use of Xerography to prepare spirit duplicating masters. This permits copying, with photographic accuracy, original documents or other existing paperwork without typing, drawing or tracing. The original copy can be enlarged or reduced in size on the spirit master in about three minutes. When more duplicated copies are needed than can be produced from a single master, one or more additional masters can be made from the first master. The image of the original is transferred through a Xerox Camera and Xerox Processor onto a Xerox plate, and then from the plate to the hectograph carbon of the master.



The master set is then run through a Xerox Flo-Set unit which automatically transfers and fuses the printing image from the carbon to the master paper. Complicated drawings can be reproduced as quickly and accurately as a typewritten letter. Flo-Set units, now in production, will be available in 60-90 days. Descriptive literature and samples of spirit duplicated work produced by this method are free from above address.

OFFSET PLATEMAKER

American Type Founders, 209 Elmora Ave., Elizabeth, N. J., makes the ATF Kwikplate Printing Frame for fast, economical production of offset plates.

It will process all plates up to 20" x 23½" and its strong vacuum assures perfect reproduction. The unit can be used on any desk or table. It has five blacklight fluorescent lamps and comes complete with a ¼-hp motor for the vacuum pump. Dial-set automatic timer turns off lights at end of exposure period. Presensitized metal or paper plates can be made in from four to eight minutes. Unit measures 28" x 22" x 9", weighs 68 lbs., operates on 110-volt AC. Illustrated folder, describing the Kwikplate and its operation, is free from above address.

GRAPHOTYPE SOUND CONTROL

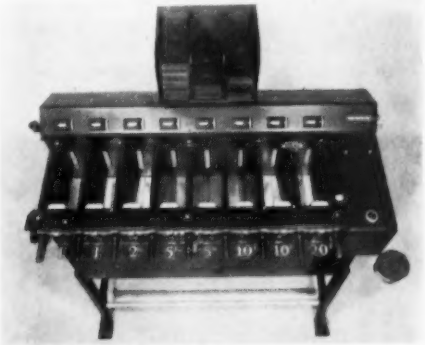
Gates Associates, 6 Commercial St., Rochester 14, N. Y., makes a new Sof'-Tone acoustical cabinet for Graphotype machines. It absorbs all sharp metallic

pitch of machine and softens the sound volume by 50%. Cabinet has two cool, indirect, shadowless fluorescent lights to uniformly light the entire work area. There is a vibrationless work shelf on the left side for holding plates or media.

A new copyholder, independent of the machine, is placed on the vibrationless shelf and adjusts to operator's most convenient seeing position. The foregoing features provide for more accurate work with less operator fatigue and eyestrain. Graphotype machines can be used in any area for best work flow without disturbing workers in the area. Illustrated literature from above address.

CURRENCY COUNTER

Federal Bill Counter Co., 619-21 H. St., N.W., Washington, D. C., makes currency counting machines in two models: a four-bin model for counting four denominations of bills, and an eight-bin model. Machine operates electrically but is hand fed. It registers the count of each bill as well as the total amount of money counted. Should two bills be fed together, machine stops to permit correction. Machines can be set to signal reaching any desired count so that operator can insert a cardboard divider at that point for later packaging uniform amounts of currency. Pressing a button clears the register and drops the counted currency from the holding bin



into a storage bin. Feed mechanism can be adjusted to receive various types of currency. The eight-bin machine (illustrated) is 37" wide, 16" deep and 43" high. Complete information from above address.

TELEPHONE AMPLIFIER

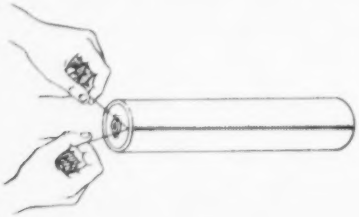
Metronics International, Ltd., 1225 Broadway, New York 1, N. Y., announces the Addiphon which enables a person or group of people to carry on a

normal telephone conversation yet be as far as 20 ft. away from the instrument and engaged in other activities simultaneously. The lightweight Addiphone

is 7" x 10", rests on any flat surface and plugs into an AC or DC outlet. Its patented control unit eliminates resonant frequencies and provides clear reception. Of compact and durable plastic construction, each unit carries a one-year guarantee. The user can talk on the phone while his hands are free and he can move about the room if he wishes. A group at a meeting can converse with a person calling on the phone, as if he were in the same room, without speaking directly into the phone. The instrument picks up all conversation in the room and transmits it over the phone. Write above address for complete information.

OFFSET DAMPENER COVERS

Roll-O-Graphic Corp., Dept. OF5, 133 Prince St., New York 12, N. Y., makes Presewn Molleton Covers which can be installed on all Multilith and Davidson offset presses in five to ten minutes.



Anyone in the duplicating department can recover dampening roller with these molleton covers, whenever necessary, by following the simple directions, and realize savings of up to 50%. Complete information on these presewn covers can be had from above address. Mention press make and model number for prices.

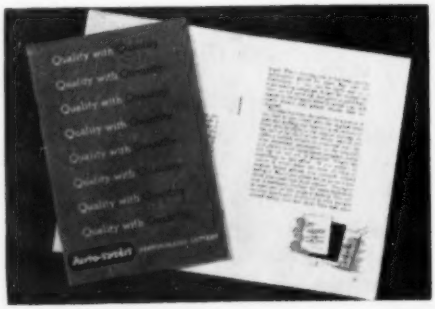
TRANSLUCENT PAPERS

Nekoosa-Edwards Paper Co., Port Edwards, Wis., makes Nekoosa Master-Lucent and Nekoosa Super-Lucent translucent papers. Nekoosa Master-Lucent is especially designed and engineered for use as the master or original in copying letters, forms and reports by the diazo or whiteprint process of which the Ozalid, Bruning and Peck & Harvey machines are typical examples. Ultraviolet light passes through the master sheet, strikes a sheet of photo sensitized paper and reproduces an exact copy of any written, typed, printed or lithographed material. Master-Lucent is economical

for commercial use where large quantities of master sheets are to be printed or lithographed. It is made strong to withstand erasing and constant handling. Super-Lucent performs especially well where speed of copy reproduction is important. Available in a variety of standard sizes for all office needs.

PERSONALIZED LETTERS

American Automatic Typewriter Co., Dept. 55, 2323 N. Pulaski Road, Chicago 39, Ill., offers a free 16-page illustrated booklet, "Quality with Quantity,"



which contains techniques and tips on injecting the personal touch into repetitive correspondence of direct mail promotions. It points out how personal let-

ters can be used on a volume basis via automatic typing. The booklet covers such subjects as the advantages of the personal letter, cost comparisons of automatically typed and hand typed letters, how to write Auto-typed letters for quantity use, the carbon copy follow-up technique, and information on the personal reply card. There is a section on inquiry reply letters and how to use them. The last three pages contain a list of over 45 ways Auto-Typist personalized letters are used in institutions, business and industry.

PLASTIC SURFACING

General Electric Co., Chemical & Metallurgical Div., Coshocton, Ohio, makes Textolite plastic surfacing material in over 70 patterns and colors including authentic-looking woodgrains and marble designs. Especially suitable for desk tops because Textolite keeps glare at a minimum and provides a firm

writing surface. It will give years of hard wear and wipes clean with a damp cloth after messy liquids have been spilled. Resists heat, stains and scratches. Textolite is also used for walls and is ideal for public areas which might otherwise become quickly soiled. The marble patterns go well in lobbies and banks. Literature describing Textolite's applications, with illustrations in full colors, is free from above address.

ALUMINUM CHAIRS

Cramer Posture Chair Co., 1205 Charlotte, Kansas City 6, Mo., makes graceful and strong square-tube chairs with bonded foam latex padding and a choice of quality coverings. Made to the same quality specifications as Cramer posture chairs, armless or with padded arms, they are designed to provide comfortable and attractive seating facilities for offices, reception rooms, conference rooms, etc. Features include the wall-

saver design which prevents backs from rubbing on the wall and easy stacking, several high, of the armless model for cleaning and storage purposes. The wide choice of standard or decorator colors provides choice of the exact color combination required to complement a decorating scheme. Covers are U. S. Naugahyde, durable and easy-to-clean leatherlife fabric, and rich wear-resistant Claremont upholstery. Both types are removable and replaceable when necessary. Frames, finished in Silvertone or a wide choice of colors to order, are rigidly cross-braced within the base construction and have proved under testing to withstand over a ton of pressure. This strength makes the reasonable cost of the chairs lower still since they will give long service. Literature from above address.

OFFSET PLATEMAKER

Photostat Corp., 299 State St., Rochester 14, N. Y., announces that the Photostat Instant Copier will make paper offset plates at half the cost and in a quarter of the time. In addition, this single

unit which costs $325, can also make three or more copies of anything typed, handwritten, printed or drawn up to 8½" x 14" on ordinary (uncoated) paper. Full details on this dual purpose unit can be had free from above address.

OFFSET PLATEMAKING

Davidson Corp., 29 Ryerson St., Brooklyn 5, N. Y., announces that they will work together with Photostat Corp. on the sale of the latter's system for producing offset plates. This system allows making plates from originals printed on both sides or on heavy card stock because light does not pass through the original in making the plate. Heart of the process is the Eastman Kodak Verifax transfer system working with a Polychrome V-Kote Plate. The copy to be reproduced is placed in contact with a matrix sheet for an exposure of a few seconds. After immersing the matrix sheet in an activator solution for about 30 seconds, it is placed on the V-Kote Plate and the two are squeezed together. When the matrix sheet is peeled off the Plate, a blackened copy of the original remains on the plate. After sponging the surface of the plate with etch, the plate is ready for the press. Plates made in this manner are capable of producing upwards of 5000 copies with no loss of quality. Complete information from above address.

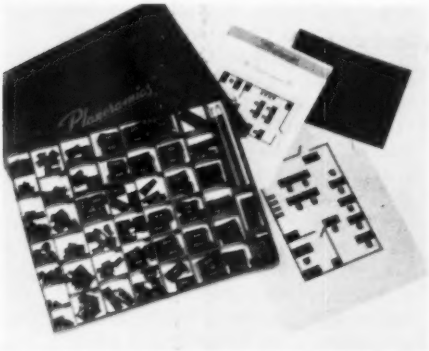
OFFSET PLATE

Polychrome Corp., 2 Ashburton Ave., Yonkers 2, N. Y., makes the Polychrome V-Kote Offset Plate, designed to utilize the Photostat Instant Copier and the Eastman Kodak Verifax method of platemaking described above. By substituting a Polychrome V-Kote Offset Plate for the copy paper ordinarily used, a master plate is produced which can then be placed on an offset press for printing hundreds of copies. The entire process is carried out under normal room illumination. No unusual treatment of the V-Kote Offset Plate is required. V-Kote Etch is used in place of the etch with which offset plates are normally treated. It is possible in seven minutes to expose the original in the copier, transfer the image to a V-Kote Offset Plate and run 200 copies on an offset duplicator. Plate prices and additional information from above address.

OFFICE LAYOUT KIT

Planoramics, 19 Kingston St., Boston 11, Mass., makes an office layout kit consisting of planning boards of transparent plastic with grid scaled ¼" to 1 ft., and 47 different opaque furniture and equipment templates. The furniture and equipment pieces are self-adhesive and adhere to the floorplan until removed. All pieces can be reused again and again. No sticky residue is left on the planning board. When a layout is completed and photographed, the pieces can be removed for further use in another layout. The equipment and furniture templates are imprinted with their dimensions. The transparent planning boards may be had with grid in black or non-photographic blue. A complete kit contains a 20" x

36″ and a 20″ x 14″ planning board, marking pencils to write on the floor-plan, over 1000 self-adhesive templates of desks, tables, files, chairs, columns, radiators, modular furniture and extra



material to cut special sizes (although every size made in the past 30 years is included): all for $34.95. Any item can be ordered separately. Free sample and price list from above address.

NAMEPLATE LABELS

C & H Supply Co., 415 East Beach Ave., Inglewood 3, Calif., makes Metal-Cal aluminum nameplates or labels which can be permanently applied to any

smooth, clean surface such as metal, porcelain, plastics, glass, wood, paint or enamel. Metal-Cals can be printed with any copy, in any colors and die-cut to any size or shape. They are resistant to weathering, salt spray, humidity and abrasion; and conform to surface contours without raising the surface level. Copy on Metal-Cals will not wear, chip or crack off because this anodic coating is an abrasion resistant aluminum oxide which is inseparable from the aluminum base. Anyone can apply them by removing the protective backing and pressing on. Pre-masked Metal-Cals permit application prior to painting or other surface finishing. In addition to being used by manufacturers to label their products, Metal-Cals are used by business firms and institutions to permanently label and/or number various items of property. Literature and free samples from above address.

DATA PROCESSING PUNCH

Commercial Controls Corp., Dept. 0-65, 1 Leighton Ave., Rochester 2, N. Y., makes a Programatic Flexowriter which reads edge-punched cards or punched paper tape and automatically prepares documents and by-product tape. The same

machine also punches the master record cards or type used for document preparation. It is completely flexible; tape and cards can be used interchangeably. Codes can be punched in the edges of cards or in tape as the keyboard is operated. Edge-punched cards or tape can be read to control the Programatic automatically. Cards or tape can be punched automatically from previously prepared cards or tape. Edge-punched cards are a unit

record which permit easy identification, filing and handling of master records. They do not replace punched paper tape, but, in some cases, make the preparation of forms and by-product tape easier and faster. In the preparation of sales orders and purchase orders, for example, customer or vendor data and item descriptions can be stored in separate edge-punched cards which can be used in any combination required and, except for such variable data as quantities and dates, all typing of the form is automatic. All or any part of the data can be punched in a by-product tape for data processing. Selection of the data punched is completely automatic, controlled by codes in the master record card. Cards can be edge-punched in continuous fanfold form and after edge-punching cut into one, two or three units for use. Codes can be punched in one or two edges. As cards are edge-punched, self-adhering labels can be typed for card identification. Or after cards are edge-punched and cut to size, they can be inserted in the reading unit of the Programatic for typing labels automatically from the cards they are to identify. Data can also be typed directly on the edge-punched cards. When data required in master records are too lengthy to record in edge-punched cards, tape is used. Tape and cards are interchangeable. When cards are completed, they are filed. For preparing a form and by-product tape for data processing, the necessary edge-punched cards (or tape) are pulled from the file and inserted in the reading unit. They control the Programatic for typing data automatically at 100 words per minute, spacing the form, stopping for fill-in of variable data and punching selected data into by-product tape. As a form is prepared, two different tapes of selected data can be punched automatically by cable-connecting a Commercial Controls Motorized Tape Punch to the Programatic. Both are available in 5-channel or 8-channel models. Free descriptive booklet, "How Flexowriters Integrate Data Processing," can be had by writing the above address.

ANALYSIS MACHINE

National Cash Register Co., Dayton 9, Ohio, makes the low-cost Small Analysis Machine designed to solve the analysis problems of small and medium-sized businesses formerly restricted to hand systems because of the relatively high cost of larger equipment. Analyses of sales and cost of sales, purchases, expenses, labor costs, material costs, etc., can be provided by this machine. Operation is simple, consisting of setting up an amount on an adding machine keyboard and touching the right button according to total desired. The figure entered may at the same time be printed on a form (such as a salesman's commission statement, vendor's invoice, etc.). The machine yields 18 individual totals, plus a miscellaneous total and a grand total.

When the miscellaneous total is used, the amount entered may be numerically coded. These miscellaneous amounts are automatically printed on an issuing tape. Torn off, the slips created by this operation become media for a finer analysis of the miscellaneous total. All amounts entered in the machine are printed on a journal tape and consecutively numbered, as they add into their respective totals. Totals may be cleared on a form, such as an executive sales report, which is automatically dated and coded

by classification. The machine may be operated under locked control or left open, as desired. Further information from above address.

PLASTIC TYPEWRITER RIBBON

Rochester Ribbon & Carbon Co., 22 Greenleaf St., Box 1212, Rochester 3 N. Y., makes Polycar acetate film typewriter ribbon for use on all machines with carbon ribbon attachments and suitable for general correspondence as well as for offset reproduction. This ribbon produces a sharper impression than carbon paper ribbon and its impression is practically smudgeproof. It is clean to handle. Strength is Polycar's outstanding feature and it is almost

unbreakable in use. Despite its strength, the acetate film base used in Polycar is thinner than the paper base used in carbon paper ribbon so that over a third more Polycar can be spooled on the same size reel. This increases the lifespan of the ribbon and ribbon changes are reduced. The thinness of the film eliminates the blotter effect of thicker paper or fabric ribbons. All the carbon is transferred to the paper. Each letter that has been struck can be seen completely transparent and no carbon remains on the plastic base because it is non-absorbent. None of the carbon coating sinks into the base, therefore all of it transfers as soon as the type character strikes it. Cleanliness is the result of coatings precision applied by electronically-controlled equipment in extremely thin, dry and abrasion-resistant layers similar to the coating on magnetic recording tape. Both coatings and equipment were designed for Polycar, and its development, including exhaustive field testing, required three years. Each Polycar ribbon, has a colored acetate leader, thicker than the ribbon itself, to save seconds when a new ribbon is inserted in the machine. Sales will be through independent ribbon and carbon dealers only. Free sample from above address.

PORTABLE TYPEWRITER

Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y., makes a Remington portable Quiet-riter with new styling, a new keyboard and other new and improved operating features, including direct set visible margins which let the typist see where to set both right

and left margins with fingertip ease without moving the carriage. Miracle Tab, an exclusive feature of Remington portables for over four years, sets and clears tabulator stops from the keyboard with a flick of the finger. The Quiet-riter has a large size platen with a sure-grip paper feeding device. Its standard keyboard has 42 keys (84 characters) all in standard position,

placed just as they are on office typewriters. Newly designed contour formed, non-glare keytops cushion the fingertips to give a new sureness of touch. Machine has a semi-automatic ribbon changer for fast, easy ribbon changing, and single, double and triple line space selection. A sturdy DeLuxe carrying case and Touch Method Typing Instruction Book are included with every Remington Quiet-riter. Retail price is $120.50 including Federal excise tax.

STATIC ELIMINATOR

NuArc Co., Inc., 824 S. Western Ave., Chicago 12, Illinois, announces NuArc Static Eliminator which can be used wherever there is a static condition. It comes in a 12-oz. spray can with a specially designed nozzle, producing a fog-like spray to assure complete coverage of affected parts without waste and with

complete control. It may be easily sprayed on feederboard, delivery tapes, jogger boards, stripper fingers, drive belts, press tympan, under packing of cylinder or any place static exists. It will not shrink or swell packing, rust, tarnish or damage equipment. It is very economical, efficient and easy to use. For complete information write for Bulletin 216.

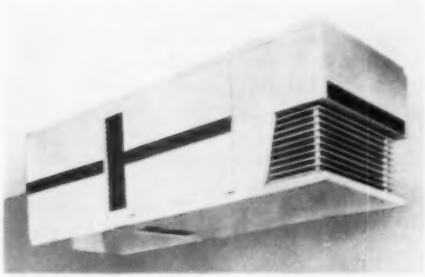
DRAWING INK

Carter's Ink Co., Cambridge 42, Mass., has a new squeeze bottle for their drawing ink. A pinpoint applicator speeds pen or instrument filling, prevents spilling or drying out, gives just the right amount of ink and uses up the last drop.

Ink is electro-polarized so that no shaking is necessary. Uniform in color throughout bottle. Makes clean-cut lines without redrawing them. Ink is completely opaque with no gray areas, no chipping nor peeling. Additional information from above address.

AIR CONDITIONERS

General Electric Co., Bloomfield, N. J., makes packaged air conditioners that require no floorspace. The horizontal line, designed to be suspended from the ceiling or shelf-mounted, includes both

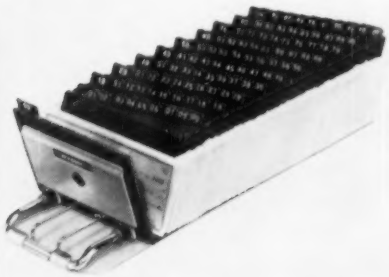


water-cooled and air-cooled (waterless) models. Units are available in 3, 5, and 7½ ton capacities. The same hermetically sealed condensing unit used in floor models is used in the new water-

cooled units. Motor, compressor and condenser are permanently sealed in steel and lubricated for life. The entire refrigeration system is replaceable and covered by a five-year warranty. Sound reduction is achieved because the motor compressor, fans and fan drives are resiliently mounted. Fans are extra large to move larger air volume more quietly. The unit is painted ceiling grey to blend with any interior and is easy to clean or paint. A completely automatic electrically-activated control gives higher moisture removal on humid days. Accessories include a heating coil which can be used with steam or hot water and a 3-way directional air distributor for free air delivery within the conditioned space. Prices on water-cooled models are the same as present floor models, with the air-cooled feature costing slightly more.

NUMERICAL SORTER

Kohlhass Co., 8012 S. Chicago Ave., Chicago 17, Ill., makes the Kohlhass Vertical Sorter for rapid efficient sorting of checks and any other consecutively numbered media in three easy steps: (1) Table-sort media into separate thousands; (2) Sort each unit of a thousand numbers into Kohlhass Vertical Sorter by hundreds and tens digits;



(3) Fan or shuffle sort by units digit as material is taken from the sorter. It is unnecessary for a skilled sorter to make a vast array of small stacks of media because breakdown of media into 100's can be done in the sorter by anyone in a minimum working area. The fan or shuffle sort, made possible with the Kohlhass Vertical Sorter, is very efficient because some portion of the 10 pieces behind each guide will always be found in consecutive order. When less than 1000 pieces are to be sorted, the table sort is eliminated. Metal spacers on each divider provide easy action of this sorter. Every division is separated. Air space between makes dividers easily movable and easy to find, because every tab is readily visible. Kohlhass Vertical Sorters are also available for alphabetical and special classification in all sizes. Write for free booklet, "Kohlhass Vertical Sorters . . . the Product and the Answers for Sorting Efficiency."

ADDING MACHINE

R. C. Allen Business Machines, Inc., 679 Front Ave., N. W., Grand Rapids, Mich., announces a 10-key adding machine with "a memory." It will be

sold by R. C. Allen in the U. S. and Canada under a license from the Precisa Calculating Machine Co., Switzerland. The "memory" or Recall Key restores the figure last printed without re-indexing. This simplifies multiplication, permits repeating items added or subtracted, restoring totals printed in error, reversing debit or credit totals and removing errors in listing. By depressing the Re-

call Key simultaneously with either of the machine's motorized control bars, these operations can be performed quickly, accurately and with less effort. Two electric models of this new 10-key machine are available: one with 8 column listing, 9 column totaling capacity; the other with 10 column listing, 11 column totaling capacity. Other features include: automatic step-over multiplication with positive backspace correction key; single, double and triple cipher keys; motorized non-add and correction keys. Machine offers direct credit balance, complete touch operation, single and double spacing, single operation control keys. Credit and credit totals print in red. It prints standard operation signals and full monetary punctuation. Its carriage accommodates tape and slips up to 3" wide, and it has a transparent plastic tear-off blade, write-in table, fully visible listing indicator above keyboard.

CALCULATOR

Monroe Calculating Machine Co., Orange, N. J., announces another fully automatic calculator, the 6-N. Following the 66-N and the 8-N, the 6-N is designed to handle economically the volume work of the average business. An

all-round calculator, it is equipped with automatic features for the ordinary run of figurework. Streamlined in design, the 6-N adopts a color scheme which relates color of control bars, a special aid to the unskilled operator. It offers the simplicity of a single keyboard for entry of all factors and automatic zeros. Other features include automatic keyboard control; simplified dials locks; automatic multiplication, division, tabulation and squaring; multiplication with constant; accumulative multiplication; multiplier non-entry control; automatic non-repeat control; split lower dials. Available in two models: 6N-162 with an 8-column keyboard, 8 upper dials and 16 lower dials; and 6N-212 with a 10-column keyboard, 11 upper dials and 21 lower dials.

WATERCOOLERS

Uniflow Mfg. Co., Erie, Pa., makes Uniflow Watercoolers in six decorator colors: spruce green, peer blue, burgundy, gray, black and white at no advance in price. Pressure type colors are

available with bubbler or glass filler attachments and foot pedal control. Coolers come with or without refrigerated compartments and cabinets are finished in pearltone gray or stainless steel. Bottle type coolers finished in pearltone gray are also available. Prices begin at $22 list and units are available from stock in all models and colors.

color change in three minutes

For the first time the unique B D C makes it easy and practical to use colors with an office mimeograph. The B D C design, eliminating the drum and ink pad, uses only a thin film of ink that can be cleaned completely in less than one minute. Re-ink with the second color, change the stencil and in less than 3 minutes the first copies of a two color job are stacking in the receiving tray. This is only one of the fabulous advantages of the B D C, the mimeograph that can never leak, that always keeps the operator clean, that is designed like a printing press and produces copies that are printing press quality. *Write for complete information. Bohn Duplicator Corporation, 444 Fourth Avenue, New York 16, New York.*

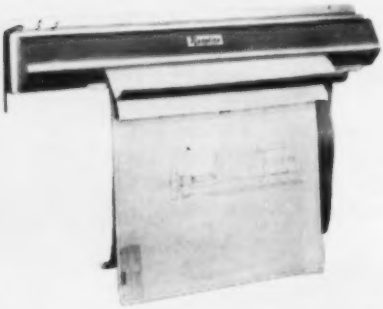
use the revolutionary mimeograph

$179.50 •FET

BDC REX-ROTARY

WHITEPRINT COPIER

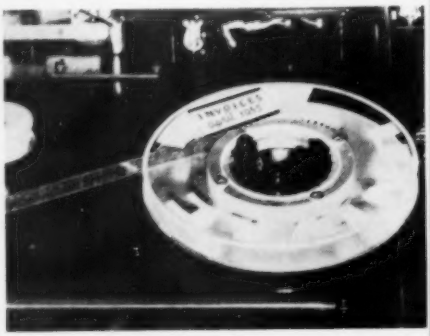
Rotolite Co., Basking Ridge, N. J., makes the low-cost Rotolite for making copies of translucent printing, drawings, photos, etc., up to 42″ wide and any length. Compact in size, the Rotolite can be plugged into any electric outlet and requires only a minimum of wall, floor or desk space. No plumbing or special wiring is necessary. The machine is easy to operate. It is necessary only to place



a negative sheet against the original to be copied and to insert them into the machine. The Rotolite then draws the paper through and exposes it automatically. After the paper emerges and the negative is placed in a dry developer, a sharp copy is ready in less than a minute. At no time does the developing operation require the mixing of chemicals or the use of liquids in trays. The Rotolite is made in three sizes to produce copies from a minimum of 18″ wide to a maximum of 42″ wide.

LABELING MAGNETIC TAPE

Labelon Tape Co., 450 Atlantic Ave., Rochester 9, N. Y., states that Labelon tape is being used to identify reels of metal magnetic tape containing data recorded by electronic computers such as the Univac. The tape sticks without moistening and can be written on with any blunt point. It can be removed and re-applied without leaving a mark on the surface of the plastic reels. Writing is permanent, cannot be smudged and is unaffected by most liquids. Labelon tape is white with choice of colored border so that reels can be color coded.



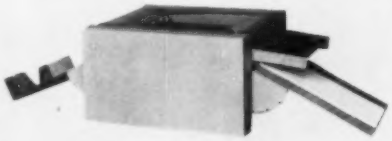
Tape costs less than 1c per inch in the 1½″ width used for this purpose. More information from above address.

SHELF FILING SYSTEM

Visi-Shelf File, Inc., 105 Reade St., New York 13, N. Y., offers a free brochure which explains how the Visi-Shelf Filing System allows businesses to recover space given over to the filing of records for other uses, as well as achieve savings in the filing operations.

FORMS BURSTER

Dillon-Ford Co., 154 Nassau St., New York 38, N. Y. makes the Mark 2 all-purpose forms burster for tearing continuous forms into individual parts. It takes any type of strip form having



horizontal perforations between sets, works equally well with marginally-punched or plain margin forms, handles widths up to 17 25/32″ without adjustment and lengths from 3″ to 22″ with adjustments which are easily and quickly made. Several lengths can be run on each setting. The Mark 2 bursts multi-

DON'T STAND FOR ROLLER WRAP-AROUND

When a duplicating job jumps the rails — and the paper starts wrapping itself around the roller with a machine-gun clatter — resist the temptation to feed the operator into the hopper.

It's not her fault — and it very possibly is the fault of the paper.

You see, the tendency of paper to cling to the roller is caused by static electricity — just like the magnetism a comb picks up when it's rubbed vigorously. And, in paper, the effect of static electricity is reduced tremendously by paper with the correct moisture content.

All Eastern papers are moisture-controlled by scientific tests to make absolutely sure that the just right moisture content is maintained in every ream. The result? Smooth running, better looking duplicating jobs time after time.

If wrap-around is plaguing you, try one of these special moisture-controlled Eastern papers:

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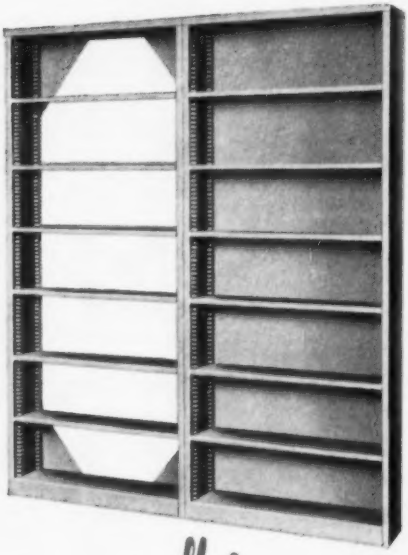

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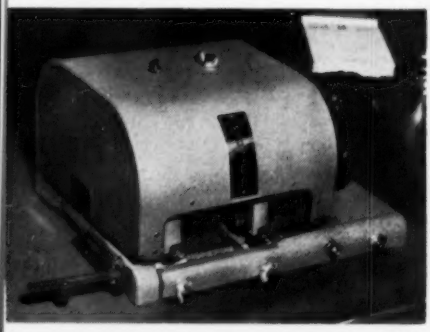
part sets part by part, tumbling out the intervening carbon in neat rolls, ink side in. It bursts No Carbon Required sets also. The burster is light, compact and rugged and can be worked hard all day, every day at top speed. Equipped with a GE 1725 rpm AC motor, power is distributed through V-belts affording flexibility, quiet operation and smooth running. Rollers are mounted on pre-lubricated needle bearings for friction-free action. Anyone can acquire the necessary skill to operate it with an hour's practice. No mechanical aptitude is needed to make operational adjustments, and one tool (included) is the only one required. All running parts have a high safety factor and will function with minimum care and maintenance. The GE motor can be serviced in all parts of the world; bearings and beltings (the parts subject to operational wear) are stock items available everywhere. The Mark 2 is 18" high, 27" wide, 31" long and weighs 125 lbs. It is finished in durable gray crackle, costs $875 f.o.b. New York.

DOUBLE ELECTRIC STAPLER

Bates Mfg. Co., Orange, N. J., makes a two-headed electric stapler and each head produces 5,000 staples with but one loading. Field tests show this stap-



ler can cut costs as much as 400% when it replaces hand models. It is powered by an electric motor for smooth operation and no jamming. When motor is on, machine operates only when

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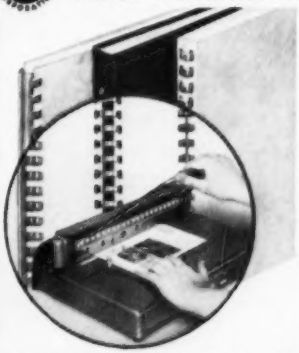

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papers are inserted. Designed for portable desktop use, the double-headed model costs $187.50. Bates has improved their single-head electric stapler so that the motor will not go on until papers are inserted and machine automatically turns off after completing a stapling operation. The single-head model is $149.50.

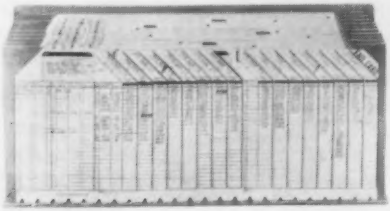
INDEX BRISTOL

Hollingsworth & Whitney Div., Scott Paper Co., 60 Batterymarch St., Boston 2, Mass., makes Hollingsworth Index

Bristol which has a smooth, hard finish that is excellent for writing or printing. It is lint-free and economically priced. Made in white, blue, salmon, buff, green, cherry and canary. White comes in four sheet sizes and four weights, buff in four sheet sizes and three weights, other colors in four sheet sizes and two weights. A sample swatch book showing all weights and colors with complete specifications is free from above address.

VISIBLE FILING SYSTEM

Vue-Fax Corp., Westbury, N. Y., makes an entirely new line of Vue-Fax Vertical Visible Filing Systems which are



economical to use, occupy less floor-space and cost less to install. The new system is also more flexible. Six pending

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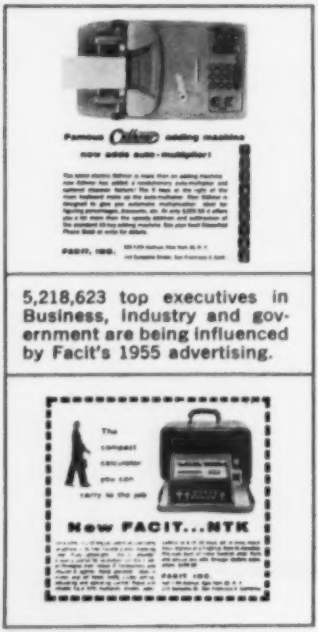

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patents cover such features as Lucite roller bearings on each divisional guide to reduce friction. The base upon which the cards rest is covered with a non-slip Nylon velour finish. Each card automatically seats itself on its own base and pivots on its own axis. Each row of cards is protected by a plastic guide. This company claims its indexing system is the fastest for ledger cards and costs less. Descriptive brochure, "The New Vue-Fax," is free from above address.

KD TYPEWRITER STAND

Meilink Steel Safe Co., 1672 Oakwood Ave., Toledo 6, Ohio, makes Hercules Knocked-Down Typewriter Stands which are individually shipped f.o.b. from the plant in Flat Rock, Mich., in 23¾" x 24" x 4¾" cartons. This packaging permits shipment via parcel post at a considerable saving and minimizes warehousing problems for dealers. The individual

packing also eliminates the single packing charge on assembled stands. Easy-to-follow assembling instructions accompany each stand. The only tools needed for assembly are screwdriver and pliers. All holes are pre-drilled at the factory. The fasteners prevent tearing or snagging of clothing and give rigidity to the units. Arched-strut frames provide additional strength to support heavy electric machines, allow greater leg room and prevent tipping. Tubular steel con-

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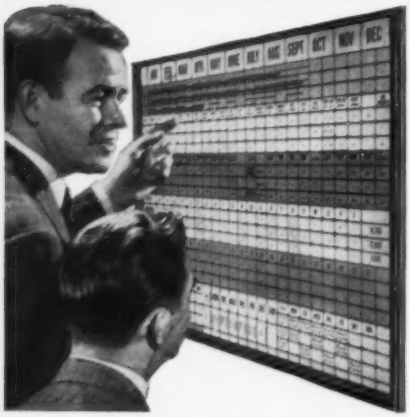

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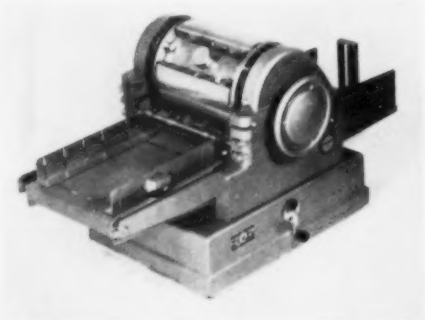
struction with a U-bar brace eliminates leg wobble in the stand and provides a rounded frame with no sharp corners. Three models of the Hercules Knocked-Down Typewriter Stand are available. Model 15 KD is a basic stand without copyholding wings on the sides. The 16 KD has single wings available for either side, and the 17 KD has wings on both sides. Wings are easily brought into position by a simple "pull and it drops, push and it locks" operation. Working surface, made of sturdy, no-glare materials, is 18" x 18" and 9" x 18" wings. Stand is 26½" high. Wrinkle finishes in black, gray, green, brown, desert tan or lime green. Two of the wheels can be locked to prevent crawling of the stand when in use. Soft 2" rubber wheels protect floors and allow complete mobility.

STENCIL DUPLICATOR

Niagara Supply Co., 1600 West St., Concord, Calif., makes the low-priced Niagara 110-E Electric Stencil Duplicator which has a variable, controlled speed of from 70 to 140 copies a minute.



Rising feed tray is automatically controlled to keep paper level with front feed roller mechanism. It holds 250 sheets of Sub. 20 paper. Handles paper and card sizes as small as 2⅝" x 2⅝". A crank can be quickly attached for hand operation whenever desired. Other features include accurate register control, 9" printing range adjustment, self aligning ball bearing impression roller and

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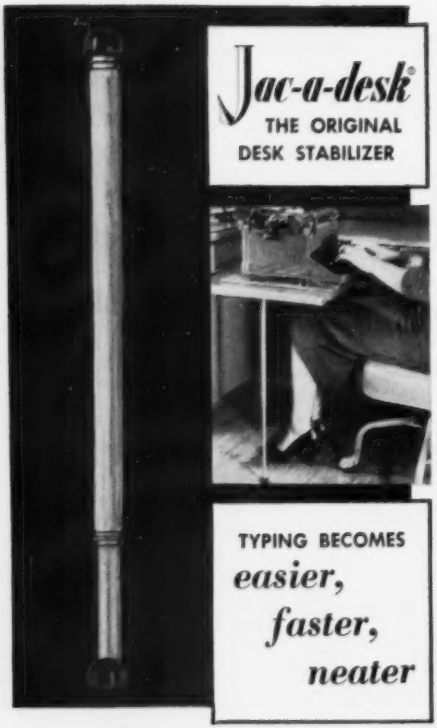

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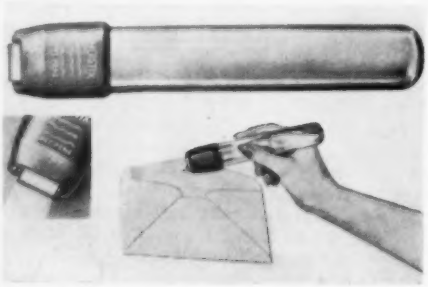
paper breaker weights for positive single sheet feeding. Slipsheeter available. Full information from above address.

FOR CORRECTING SPIRIT MASTERS

X-acto, Inc., 48-41 Van Dam St., Long Island City 1, N. Y., makes X-acto Knives which are used to correct spirit duplicating masters. Recommended for this purpose is their No. 2 handle with No. 22 blades, and their Nos. 1 and 3 handles with No. 10 blades. These blades are rounded and are used in offices to remove hectograph carbon from the master when a correction is necessary. Blades can be quickly changed so that a sharp one is always available. Literature and complete information from above address.

MOISTENER

Bernay Products Co., 412 S. Wells St., Chicago 7, Ill., makes the Boistix Moistener which features the roll-on principle. Its unbreakable roller is constructed of clean, white porcelain to give positive,



one stroke moistening. It flows evenly and never dries up. The Moistix is excellent for moistening envelopes, stamps, labels, etc. Keeps hands clean and dry; has no messy or sticky parts to clean. Costs 98c.

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No cans . . . no brushes . . . no pads . . . ! Leakages and mess are a thing of the past with this new, scientifically clean stencil duplicator. GESTETNER will make enormous savings in your printing bills by reproducing illustrations in line or even halftone . . . and make ordinary typewriting a pleasing print-like reproduction. GESTETNER will repay its original investment many times over. Yet with all its many exclusive features it costs no more than ordinary duplicating equipment.

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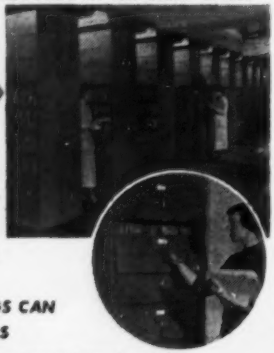
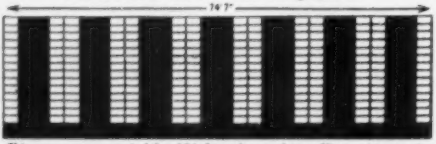


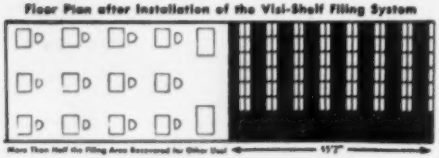
THESE SAVINGS CAN BE YOURS

Floor Plan of an Actual Filing Area Before Installation of the Visi-Shelf Filing System



This area was occupied by 196 four drawer letter filing cabinets with a filing capacity of 784 drawers or 20,776 filing inches.

Floor Plan after Installation of the Visi-Shelf Filing System



90 Visi-Shelf Filing Units, occupying less than half the original filing area, hold all of the records previously filed in the entire filing area! These units, with a filing capacity of 25,380 filing inches offer 4,604 more filing inches — an increase of 25% in filing capacity.

Visi-Shelf File, Inc. O-6
105 Reade Street New York 13, N. Y.
Please send free catalog describing the new Visi-Shelf Filing System.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

CASH REGISTER ROLLS

Rittenhouse Paper Co., 6405 S. Wentworth Ave., Chicago 21, Ill., makes Certified Check-out Tape which zips open to permit supermarket clerks to quickly change cash register receipt rolls. Packaged in sturdy tubular cans of ten rolls, the can can be re-capped after each roll is removed. Tape stays clean and undamaged until ready for use. A special adhesive at the end of the roll

permits the cashier to zip open the tape quickly without fumbling or wasting paper and time. The tape eliminates delay caused by inserting a new roll into the cash register, while the customers in the check-out line fret. Many months' supply of Certified Tape packages can be conveniently stored at each counter. Rolls are available in standard sizes for all National Cash Registers. More information from above address.

FURNITURE CATALOG

Herbert L. Farkas Co., 892 Broad St., Newark 2, N. J., have issued a 100-page illustrated catalog showing a complete line of furniture and equipment for offices, schools and institutions. This 30-year-old firm carries many of the

MULTILITH OPERATORS

NOW YOU CAN CUT COSTS up to 50%

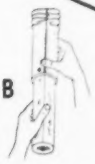
cover your own dampening rolls with PRESEWN molleton covers

FOR ALL MULTILITH & DAVIDSON PRESSES

IN 5 to 10 MINUTES ANYONE IN YOUR OFFICE can put on their own dampening roll Molleton covers. It's as easy as A-B-C (see illustrated steps at left). Send in your order today or write for more information.

STEP A

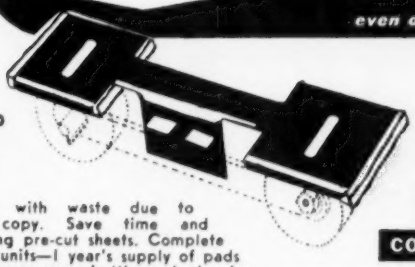
STEP B



STEP C

STEP A — Wrap acetate (sent with cover) around roller.
STEP B — Slide Molleton cover (as shown) onto roller.
STEP C — Tie ends and cut excess string THAT'S ALL THERE IS TO DO!

AN AMAZING NEW INVENTION to ELIMINATE all EJECTOR WHEEL STREAKS *even over solid printed areas*



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NO TOOLS REQUIRED!
SNAPS ON IN A JIFFY!
CUTS PAPER WASTE!
CUTS RUNNING WASTE!
COMPLETELY GUARANTEED!

Do away with waste due to streaked copy. Save time and money using pre-cut sheets. Complete kit with 2 units—1 year's supply of pads plus plastic squeeze bottle and cleaning fluid only

ONLY $4.95 the complete unit.

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DEPT. OFS

GENTLEMEN:
PLEASE ENTER MY ORDER FOR ..... SETS OF EJECTOR WHEEL STREAK ELIMINATORS. I UNDERSTAND THIS UNIT IS COMPLETELY AND UNCONDITIONALLY GUARANTEED

PLEASE ENTER MY ORDER FOR _____
DAMPENING ROLL PRESEWN COVERS

☐ SEND MORE INFORMATION ON PRESEWN COVERS
☐ SEND MORE INFORMATION ON STREAK ELIMINATOR

NAME
TITLE _____
CO _____
ADDRESS _____
CITY _____ STATE _____

finest lines of office furniture and the catalog includes files, lamps, desk accessories, partitions, etc.

BALLPOINT ERASER

Weldon Roberts Rubber Co., 365 Sixth Ave., Newark 7, N. J., makes the Weldon Roberts Ballpoint Eraser No. 38 which is especially designed to cleanly erase both ballpoint ink and liquid lead. Made in the handy elliptical shape in an attractive green color, it is available

through stationers, art and office supply dealers.

Starts everybody working earlier!

Mail must be *opened* before the office day can get under way . . . and a PB MailOpener is a sure, safe means of saving those valuable early morning minutes. Far faster than "hand and dagger" methods! Ask your nearest Pitney-Bowes office to demonstrate. Or write for free illustrated booklet and postal rate chart.

PITNEY-BOWES, INC., 3452 Walnut St., Stamford, Conn. Originators of the postage meter. 94 offices in U. S. and Canada.

Electric model LE safely, easily trims a hairline edge off any kind or size of envelope . . . opens a whole morning's mail in a jiffy. Other models, hand or electric.

FREE: *Handy desk or wall chart of postal rates, with parcel post map and zone finder.*

PITNEY-BOWES
MAILOPENER

PB

MAIL BAG HOLDER

W. A. Charnstrom Co., 305 South 5th St., Minneapolis 15, Minn., makes Charnstrom Portable Mail Bag holders in models holding two and four bags. Equipped with large, hard rubber swivel casters which permit easy movement even when holding 500 lbs. of mail. Bags are held up clear of the floor and hooks securely hold

the bag by its grommets even when bags are full, yet are easy to release with fingertip pressure. No lifting of bags is necessary. Adjusts to handle either No. 1 or No. 2 U. S. Mail Bags and can be used for parcel post as well as regular mail. When the bag holders are not in use, they fold compactly for storage and will stand upright. The 2-Bag Holder is $34.50; 4-Bag Holder, $49.50, f.o.b. above. Write for illustrated literature.

OFFSET SUPPLIES

William Recht Co., Inc., 50 Church St., New York 7, N. Y., have published a new catalog of offset supplies and operating equipment for all offset duplicators and presses. Bound in handy, pocket size, the catalog lists everything needed from art and platemaking to printing. One section groups supplies for smaller offset presses such as are

used in office duplicating departments. Write above address for a free copy of this catalog.

UNIVERSAL KEYTOP

Pearl Engraving Corp., 36-40 West 29th St., New York 1, N. Y., makes the Universal Keytop which fits Underwood, Royal, Remington, Smith-Corona, R. C. Allen and I.B.M. typewriters and costs

one-third less than their usual price for each of the six different makes. This eliminates the need to keep expensive, assorted inventories and allows dealers to replace all keytops on rebuilt and rental machines instead of just the few worn keytops. Ready for immediate delivery. Prices and full information from above address.

POCKET CHECKWRITER

Nippo Machine Industry Co., Ltd., Tenjin-cho, Nishi-ku, Yokohama, Japan,

makes the Nippo Pocket Checkwriter which weighs only about 10 ozs. and can be carried in pocket or brief case. It

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FUNCTIONAL-CARBON INTERLEAVED BUSINESS FORMS

Locally PRODUCED on Up-to-date ROTARY or FLAT BED EQUIPMENT Superior QUALITY Personalized Service

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- PEGBOARD-VISIBLE RECORD FORMS
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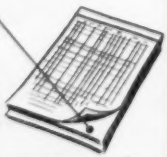
- OZALID PAPER, BRUNNING SYSTEMS



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quiet · high-speed
electric
attractively priced

figures faster than you think

Adds, subtracts, multiplies and even divides. The fastest, quietest, easiest 10-key machine to operate. New human-engineered keyboard reduces lateral hand movements. Exclusive Visi-Balance window automatically shows the true running debit or credit balance at all times. Instantaneous subtotals or totals. Erase tab-backspacer. AC-DC motor. Arrange for a free office trial—or write for full information from **FELT & TARRANT** Mfg. Co., 1715 N. Paulina St., Chicago 22, Illinois.

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PARCEL STRAPPING EQUIPMENT

Gerrard Steel Strapping Div., United States Steel Corp., 2915 West 47th St., Chicago 32, Ill., offers a free 36-page booklet, "Blue Book of Packaging," containing a short history of steel strapping, cost savings, materials chart and typical application photos. Among the

products included is the Model TA Predetermined Tension Machine for manually strapping parcel post and light express packages in office mailrooms. The small machine tensions and fastens 18-19½ gauge round steel strapping fed from a continuous coil to eliminate waste. Steel strapped packages require no sealing, and the method eliminates pilferage and reduces damage. Write above address for the free booklet.

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NEW SHREDMASTER

Bantam 10

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Never before an office shredding machine combining the speed and economy of the new SHREDMASTER BANTAM 10. Anyone can operate it. No fuss, no trouble! Greater cutting width, speed, capacity, and power than ever before! Safety throat! Smart functional design, about size and weight of business typewriter.

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FREE: Colorful, illustrated, descriptive folder, includes 10 DAY FREE TRIAL details. Write "SHREDMASTER BANTAM 10" on your letterhead or postcard, and mail today to:

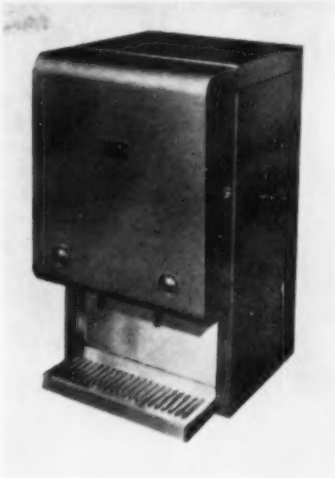
The **SHREDMASTER** *Corporation*

A Division of Self Winding Clock Company, Inc.

203 Willoughby Avenue
Brooklyn 5, N. Y.

COFFEEMAKER

Steel Products Co., Cedar Rapids, Iowa, makes the E-Z Way Automatic Pushbutton Coffeemaker, designed to permit the serving of coffee in offices and plants at lower cost, by cutting cost of coffee and labor, and eliminating waste. Machine has two spigots and two pushbuttons. Pushing one button dispenses a cup of uniformly good coffee, made fresh for each customer. Coffee strength and quantity is easily adjusted.



The second pushbutton dispenses any amount of hot water for making tea, hot chocolate, soups, etc. The E-Z Way Coffeemaker uses liquid coffee concentrate, frozen or a concentrate made from any good soluble coffee. It has one-quart liquid concentrate capacity, sufficient to make 125 to 150 cups of coffee, and it takes but an instant to refill. Can serve up to 400 cups of coffee per hour. There are no messy grounds, filter or bags, to clean up. The silver-gray baked enamel finish, stainless steel trimmed, can be kept clean with less than three minutes work per day. There's no stale leftover coffee, yet there's no running out of coffee during rush periods. Unit is 24" high, 13½" wide, 18" deep.

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High speed, automatic MARCHANT *Figurematic*

Costly hours spent figuring by inefficient methods or with inadequate equipment are turned into *extra* hours of profitable, productive effort with a MARCHANT *Figurematic*. You owe it to your business to look at this fast, automatic calculator.

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it's MARCHANT AMERICA'S FIRST *Calculators*

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put otherwise wasted wall space to work. Racks hold papers, catalogs, etc. within easy reach of all.

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Stainless steel. Cigarettes cannot fall off and burn furniture. Other exclusive features.

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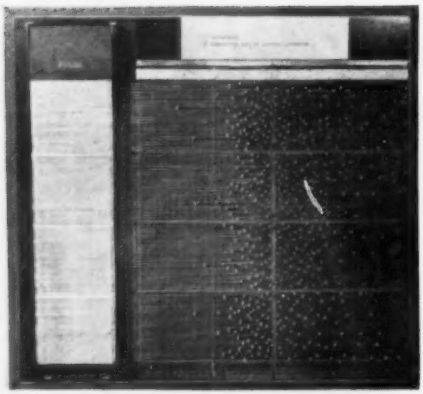
is an amazing new product—superior to wet sponges, etc. Stainless, odorless, greaseless—eliminates paper fumbling.

Write: EVANS SPECIALTY CO., INC.
1803 E. Grace St., Richmond 23, Va.

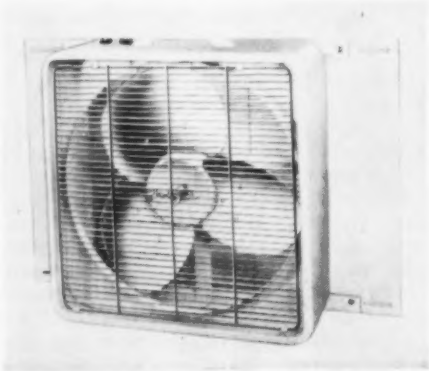


SHORT-RUN CONTROL

Wassell Organization, Westport, Conn., has developed a method to keep track of scores of short-run jobs. To keep all orders under tight control, Produc-Trol boards are used in such a way that, each day, everything behind schedule can be seen at a glance, thus eliminating the usual time-consuming search of records. Approaching bottlenecks and delays are spotted in sufficient time to take corrective action. Complete information from above address.

FAN

Frigid, Inc., 128-168 32nd St., Brooklyn 32, N. Y., makes the 20" portable Frigid Window Fan which is thermostatically controlled and will turn on



and off automatically at desired temperatures that can be pre-set on a handy dial. The rubber mounted blades operate quietly at three slow speeds: 1000, 800 and 600 rpm. Completely guarded front and rear with Finger Tight chrome-plated safety guards. Easily carried by handle for use anywhere in a room or in windows where the removable, adjustable panels can be extended from 26" to 35." Complete with 10 ft. cord and plug, finished in soft graytone baked enamel, it lists at $65.95.

VERTICAL FILES

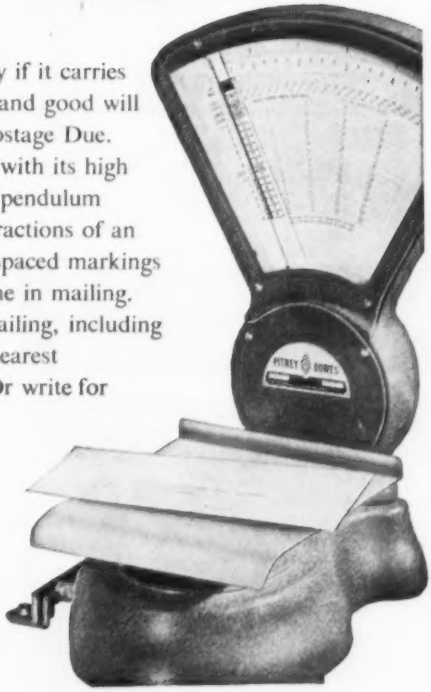
Western Mfg. Co., Aurora, Ill., makes the 2800 line of suspension files which afford full 28" depth. Fabricated in heavy gauge furniture steel, an independent frame work consists of six vertical channels welded to cabinet sides with Wesco's exclusive interlock weld. Each drawer operates on six steel balls and four completely friction-free rollers. Files have side locking type follower blocks, full pan bottom on case,

Worth its weight in savings!

Your outgoing mail loses money if it carries too much postage . . . loses prestige and good will if it carries too little, and arrives Postage Due.

This Pitney-Bowes S-510 Scale, with its high precision, instant acting, automatic pendulum mechanism, gives exact weight, in fractions of an ounce up to 10 lbs. Large, widely spaced markings permit quick, easy reading, save time in mailing. Other PB Scales for any kind of mailing, including parcel post up to 70 lbs. Ask the nearest Pitney-Bowes office to show you. Or write for free booklet.

FREE: *Handy desk or wall chart of Postal Rates with parcel post map and zone finder.*



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PITNEY-BOWES, INC.
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Originators of the postage meter . . . offices in 94 cities

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CLEANS
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NIPPO POCKET CHECK WRITER

This Check Writer is light weight (about 10 oz.) and durable. May be carried in pocket or brief case. Equal in efficiency to heavier model.

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Offer your customers the best in custom made carbon interleaved business forms and second sheets. Also W-2 Forms and Envelopes — Bills of Lading — Purchase Orders — Voucher Checks — Repli Memos — Salesmen's Contact Reports ready for imprinting.

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super reinforcing torque bars, individualized chrome hardware, plated sus-

pension slides and rebound eliminator on all drawers. Additional information from above address.

DESK ORGANIZER

Sengbusch Co., 1265 Sengbusch Building, Milwaukee 3, Wis., makes the Adapto-Rack sectional desk organizer of all-steel with 9-gauge steel wire separ-

ators. It has a gray or green baked enamel finish and eight compartments for correspondence, folders, catalogs, etc. A clear acetate-covered label holder

they'll try...compare...and buy

the *beautiful* NEW

REGNA

ADDING MACHINE

NOW with Self-Adjusting Paper Feed —Keeps tape aligned at all times!

and here's why:

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- Swedish steel assembly . . . Swiss precision counters
- fully automatic safety keyboard
- ciphers printed automatically
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Sensational! That's the only word to describe the all-new REGNA Adding Machine! Streamlined as the newest cars . . . so low in cost it's a dream-come-true for small business owners. Lets many firms cut expenses and increase production by supplying a machine to every department, to every desk where adding is done. It took REGNA engineers years to develop an adding machine of such supreme quality at such a remarkably low price. It will take your customers only minutes to realize that the new REGNA is their "best adding machine buy"!

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-8 King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jurgen S. Lian, Box 507, Bergen, Norway.

REGNA CASH REGISTERS, INC.
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New York 10, N. Y.

Gentlemen:
Please send more information on the new Regna Adding Machine and outline advantages of becoming a Regna Dealer.

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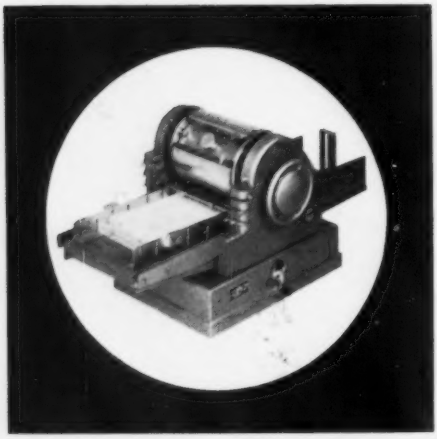

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ELECTRIC STENCIL DUPLICATOR

- **Variable speed.** Speeds range from 70 to 140 copies per minute; speed can be changed while duplicator is running.
- **Automatic rising feed tray.** Keeps paper level with feed mechanism; holds 250 sheets of 20-lb. paper.
- **Front feed roller system.** Handles paper and card sizes as small as 2⅝" x 2⅝".

Also available, the complete line of NIAGARA electric cabinet models and hand-operated duplicators, stencils, inks, etc.

For further information write

NIAGARA **SUPPLY CO.**

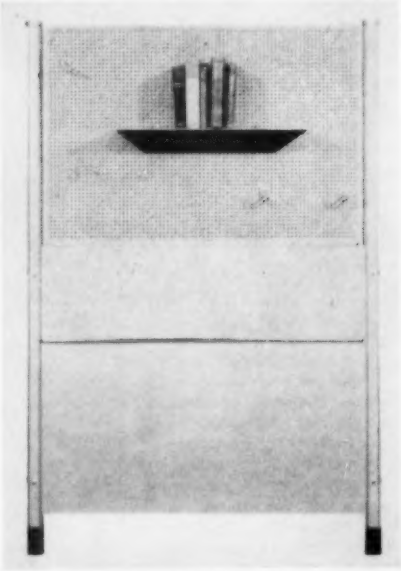
1600 West Street, Concord, Califórnia

Manufacturers of World's Fastest Duplicators

comes with white stripping for quick identification of contents. Two end wire separators attached to the sturdy base have large, threaded rubber pads to prevent slipping and damage to desks. With every order of six units or more, Sengbusch provides free to stationers 500 advertising blotters featuring dealer imprints. Catalog sheets are also provided. Full details and prices from above address. Offered on 30-day free trial.

PEGBOARD PARTITIONS

Arnot-Jamestown Div., Aetna Steel Products Corp., Jamestown, N. Y., makes panels of perforated pegboard which add increased utility to the flexibility of movable office partitions. The modular units accommodate hooks, bars and shelves, and may be used for display,



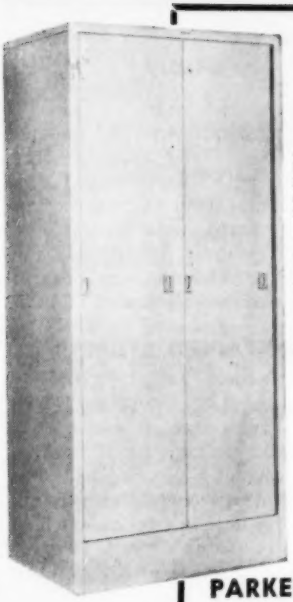
demonstration and other purposes, where easy and rapid shifting of material is desirable. The new partitions are priced slightly higher than units with glass panels and are available on order. Pegboard panels are interchangeable with all other Arnot Jamestown panels, thus enabling the character of an office wall to

NEW • FASTER • EASIER • Automatic!

Destroys Old Papers and Records with No Hand Feeding

The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the first stack feed machine . . . feeds itself automatically! Shreds confidential papers, records, time cards into 1/4" strips—in seconds. Machine is a typewriter-size, portable desk model with full 1/2 HP motor. Safe, easy to operate. Many sizes. Write today for details of 10-DAY FREE TRIAL.

INDUSTRIAL SHREDDER & CUTTER CO.
103 MILL STREET • • SALEM, OHIO



Electrically Welded Heavy Gauge Steel Construction Helps You Sell the

PARKER SLIDING DOOR CABINET . . .

A NEW STEEL SLIDING DOOR CABINET . . . It's a must for business concerns. Saves valuable space . . . only one of its kind. Sell its many fine points . . . you'll profit! Sliding doors glide on ball bearings. Electrically welded. Four shelves adjustable every two inches. Available with lock optional to assure privacy. Available in baked enamel finish: Green, Grey, Grained Walnut and Mahogany.

CONSTRUCTION FEATURES • No swinging Doors to block aisle space • Adjustable shelves for Storage use or easily converted for Wardrobe use • Shelves easily adjustable within cabinet • Electrically welded construction throughout • Shipped SET-UP ready for immediate use (no nuts, bolts to fuss with) • Heavy gauge furniture steel throughout • Baked on Enamel finish in Grey, Green or Brown • Doors operate on large roller bearings which have continuous smooth operation.

	STYLE	DESCRIPTION	SIZE
THREE CONVENIENT SIZES	72SL	Steel Sliding Door, Storage or Wardrobe	72x36x18
	72SL-24	Steel Sliding Door, Storage or Wardrobe	72x36x24
SIX SLIDING DOOR MODELS	42SL	Steel Sliding Door, Storage	42x36x18
	42SLG	Glass Sliding Door, Bookcase	42x36x18
	30SL	Steel Sliding Door, Storage	30x36x18
(Available with lock on request.)	30SLG	Glass Sliding Door, Bookcase	30x36x18

PARKER STEEL PRODUCTS, INC. 56 North 11th Street Brooklyn 11, New York

there is nothing finer in metal

Milwaukee **creates**

a great clerical posture chair

This is the peerless clerical posture chair, a triumph of METAL-LUX design and craftsmanship. Incorporates MILWAUKEE'S exceptional posture comfort advantages coupled with an extra-large seat. Features a virtually indestructible all-steel frame and base, stainless steel scuff plates, a superior spring unit seat, cushioned hinged back rest, tilting back support, and velvet-silent service. Unquestionably the finest clerical posture chair available in metal.

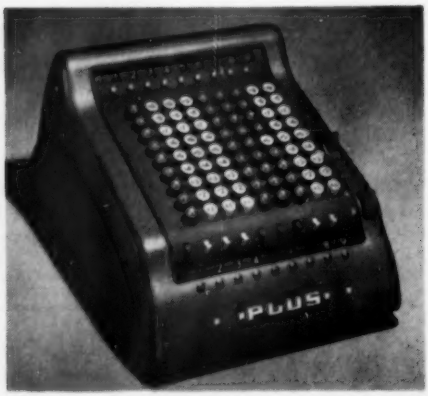
Write for the complete profit details covering the METAL-LUX Model M-8200 Clerical Posture Chair

MILWAUKEE METAL FURNITURE COMPANY
101 N. Campbell Ave., Chicago 12, Illinois

be altered quickly and easily. Arnot Jamestown recently added chalkboard panels and panels of cork for bulletin board use to their patented Partition-ette line, which now includes seven different top panel types including clear or band-frost glass, steel and acoustical material.

CALCULATORS

Plus Computing Machines, Inc., 5 Beekman St. New York 38, N. Y. announces the Plus Duplex Electric Calculator, available in 9/10 and 12/13 capacities at $710 and $823 respectively.



Machines feature an extra "memory" register for automatic grand and net totals: automatic accumulation, subtraction and "full cent". Particularly adaptable to payroll and invoicing work where it increases production by upwards of 25% and cuts the error contingency factor substantially. Sales and service in all principal cities of the U. S. and Canada.

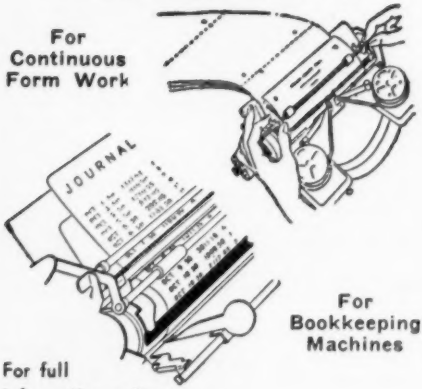
INK-CONTAINED STAMP

Everprint Products, Inc., 224 Livingston St. Brooklyn 1, N.Y., makes Everprint Rubber Stamps which will give a hundred-thousand smudge-proof impressions without touching a stamp pad. The special rubber stamp composition is impregnated with a new ink formula which is indelible and instant drying. It gives sharp, clean and smudgeproof impressions at all times and eliminates 50%

Dupli-Typer Ribbon Attachments Make INKED Copies

Increase Production—Reduce Costs

For Continuous Form Work



For Bookkeeping Machines

For full information write:

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456 Fourth Avenue, New York 16, N. Y.

Cuts Typing Costs—

LETTEREX can cut your typing costs whether your pretty girl payroll is $1,000 or $1,000,000 — but only if you order some!

TRY Letterex!

Write

The LETTEREX CORPORATION

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Bring it up to date with . . .

Smith's OPNWINDO Steel Guides

Ideal for expanding outgrown filing systems. This movable clamp-on guide has 1001 other office uses to save time and improve your filing.

Available in 1 or 2 inch widths. Packed 25 to box with labels in strips for easy typing. Also alphabetic labels to 200 subdivisions.

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CHARLES C. SMITH, INC.

EXETER, NEBRASKA

For More Than 50 Years a Complete Line of Time-Saving Signals and Indexes

NOW!

"GERMPROOF" Phones for you & Your Staff!

SHE DOES THIS . . . She GERMPROOFS telephones! She polishes and sterilizes them using an exclusive antiseptic—which leaves an odorless, invisible film—keeping phones *bacteria-free* for eight days (Laboratory Tests).

SHE'S IMPORTANT . . . to you and your employees' health! Her service helps prevent spread of colds, sore throat, TB, skin and virus infections. It's been proved—Hygienic Phone Service has reduced absenteeism! Thousands of companies have found this weekly service inexpensive and profitable. *You will too!*

Phone or write for a representative to call

HYGIENIC PHONE SERVICE, Inc.

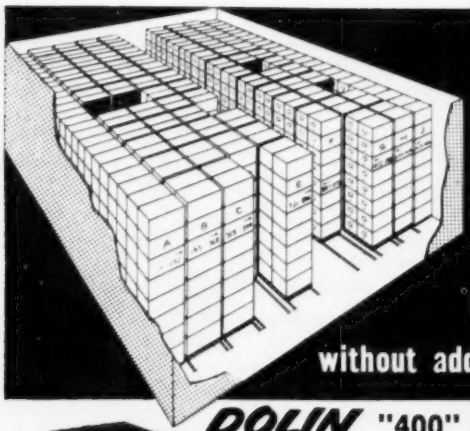
4 East 43rd St., N. Y. 17, N. Y. MUrray Hill 2-1035

ALBANY, N. Y. — PHILADELPHIA, PA.
BOSTON, MASS. — PITTSBURGH, PA.
NEWARK, N. J. — RICHMOND, VA.
BALTIMORE, MD. — LOS ANGELES, CALIF.

of stamping operations.. Available in a line of stock stamps such as "PAID," "SPECIAL DELIVERY", "FRAGILE", etc., Everprint Stamps also are made to order for specific purposes.

FLOOR MOPS

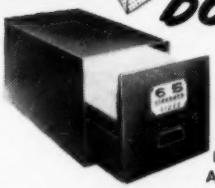
E. I. du Pont de Nemours & Co., Wilmington 98, Dela., announces Sponge-Yarn floor mops designed to give maximum efficiency in washing, damp mopping and waxing. Claimed to be extremely durable and to outlast ordinary mops with proper care. They are easy to keep clean since dirt and wax are quickly flushed out. They make a neat, sanitary appearance where cleaning op-



9 ROWS of Transfer Files ONLY 1 AISLE!

UP TO 70% MORE FILES without adding 1 foot of floor space!

DOLIN "400" SERIES TRANSFER FILES



- BALL-BEARING ROLLERS
- SAFE-SIMPLE INTERLOCKING
- STURDY STEEL CONSTRUCTION
- DUAL VISION CARD HOLDER
- *Manual of Records Management for effective record planning.*

COMPLETE INFORMATION AVAILABLE

DOLIN METAL PRODUCTS, INC. 310-12 LEXINGTON AVE., B'KLYN 16, N. Y.

Wee Bonny Blessing!

The BRAND-NEW Weldon Roberts Eraser No. 38 BALL POINT

Cleanly Erases All Writing of Ball Point Pens and Pencils

Get acquainted immediately with this new, sensational, time-saving eraser!

Made by the world's foremost eraser experts, of specially-textured rubber, for clean erasures of all ball-point ink and ball point lead. Attractively green-colored. Handy elliptical shape.

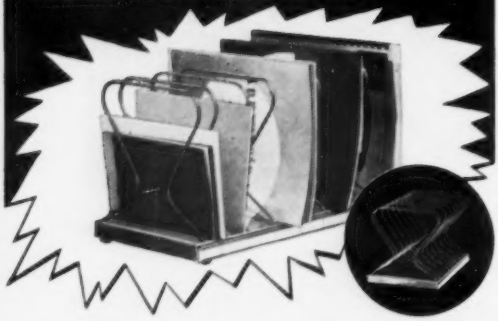
Ask your dealer for demonstration and prices NOW!

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue, Newark 7, N. J.
World's Foremost Eraser Specialists

NOW HEAR THIS!

The NEW Sengbusch Adapto-Rack

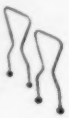
CLEARS THE DESK FOR ACTION!



This sturdy, attractive new sectional organizer by Sengbusch improves desk-top efficiency. Finished in smart gray or green baked enamel, the strong, all-steel Adapto-Rack adds business-like good looks to any office.

Here are more reasons why the new Adapto-Rack is the most wanted desk organizer available today!

- Rugged, all-steel base will take years of hard use.
- Wire separators of 9 gauge steel easily and quickly inserted or removed for complete flexibility.
- Eight compartments provided; holes in base for additional separators if needed.
- Clear acetate-covered label holder with white stripping for fast identification of file contents.
- Two end wire separators attached to base and furnished with large, threaded rubber pads to prevent sliding and marring of desk. Adapto-Rack may be lifted by these end wires.



See the complete line of Sengbusch Office Aids known the world over for quality. Visit or call your favorite Stationery or Office Supply House Today.

Send for an Adapto-Rack To Use in Your Office on 30 Days FREE Trial.

OTHER FAMOUS SENGBUSCH

Office Essentials of Distinction

SELF-CLOSING INKSTANDS • SANITOUCH MOISTENER • HANDI-PEN DESK SETS
KLERADESK • IDEAL SANITARY MOISTENER • NO-OVER-FLO SPONGE CUP
CATA-RACK • FILE-A-SIST • "BUILD-UP" DESK TRAY • ALL RUBBER STAMPS

Sengbusch® SELF-CLOSING INK STAND CO.

1265 SENGBUSCH BUILDING • MILWAUKEE 3, WISCONSIN

erations are seen by the public. Because the cellulose sponge yarn holds so much water, fewer trips to the pail are required. Difficult areas around furniture legs are easily cleaned without tangling the mop, or leaving lint or strings. The same mop head can be used as a wet mop and wax applicator. Sterilized in boiling water without losing tensile strength.

ANTI-STATIC SOLUTION

Merix Chemical Co., 1021 East 55th St., Chicago 15, Ill., makes Merix Anti-Static No. 79 which prevents static when applied to metal and rubber parts of tabulating machines. It is non-flammable, neutral, harmless, fast drying and practically invisible when dry. Suitable for use on duplicators, photocopiers and all paper handling equipment. Applied by wiping, brushing, dipping or spraying and especially good on plastics. One application usually lasts for months. A 32-oz. sample is $3.85. Illustrated literature from above address.

PLASTIC BINDING

Tauber Plastics, Inc., Dept. 11, 200 Hudson St., New York 13, N. Y., announces their heavy duty Hercules Punch which enables binding in five

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MIM-E-O

VERTICAL
STENCIL, NEGATIVE
& MASTER

FILES

SIMPLIFY your filing of Stencils, Offset Negatives and Masters! Patented MIMEO Spring Clips hold *2 at a time* . . . save space, identify contents at a glance. A size for every office, to hold from 50 to 1000 units. WRITE TODAY for illustrated Brochure.

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for type that sparkles like *NEW*

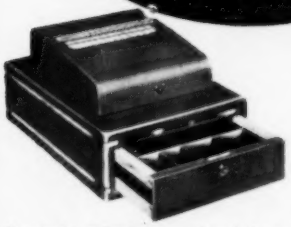
Cleans type *CLEANER!* Handy dauber whisks away dirt and goo in seconds! Non-inflammable, absolutely safe; slow-evaporating, hence economical. Look for the smart new orange-and-blue carton on your dealer's shelves.

CONTAINS NO CARBON-TETRACHLORIDE

60¢ at all stationers and typewriter dealers

Proven Profitable by Dealers

INDIANA *Autographic* CASH REGISTER



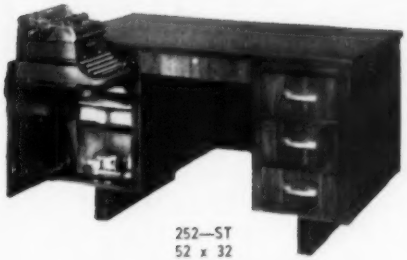
Ruled paper roll, on which entries are recorded, spaces automatically upon pulling the hand lever — Cash Drawer opens and warning bell rings.

Hundreds of Dealers have found the Indiana Autographic Cash Register profitable to display and demonstrate. Ideal for all types of business doing over-the-counter sales. Sales or payments on account recorded quickly and accurately. Sales figures can be kept by commodities or departments and are classified at time of entry. All records and figures available at end of day for checking. 6 popular models.

Dealers—write for details.

INDIANA CASH DRAWER CO.
Shelbyville, Ind.

Secra-type desks by WORDEN of HOLLAND



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52 x 32

Write for catalog and details.

the WORDEN company
HOLLAND MICHIGAN

"332" All-Purpose Favorite

PRICE LISTS
BULLETINS
INTER-OFFICE FORMS
MEMOS
MAILING PIECES

CANODE
HOMOGENIZED
DUPLICATOR INK
332
INK SPECIALTIES COMPANY, INC.

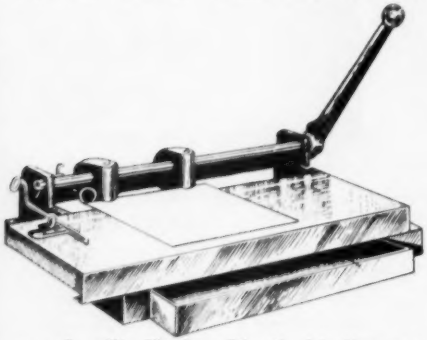
Perfect for all office jobs on MIMEO and SULPHITE because

- Very black, excellent all-purpose ink
- Uniform jobs on open or closed cylinders
- Laboratory controlled for all climates
- Will not clog cylinders or pads
- Safe for all stencils

Write for name of nearest jobber!

INK SPECIALTIES CO., INC.
523 N. HALSTED ST., CHICAGO 22, ILL.

styles of colorful plastic. These range from the Tauber-Twist (plastic coils) to Tauber Tube, Tauber S-Ring (plastic loose leaf ring), Tauber Round-Rings and the Tauber Multi-Ring (tightly



wound coil). Tauber Plastic binding materials together with the Hercules punch gives binding work a deluxe appearance and selling power. The machine lists at $65. Prices start at $10.90 for punching dies. For further details write above address for free booklet.

BUSINESS CARD FILE

Bull's Eye Products Co., 15 West 44th St., New York 36, N. Y., offers an indexed filing case for business cards. Primarily designed as a premium, it will

the exciting *NEW*

VOSS

portable typewriter

Product of Western Germany

- **keyset tabulation**
- **cast aluminum frame**
- left and right carriage release
- ½ spacing
- left hand variable spacing
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- erasure table
- visible margin
- smooth, durable-enamel finish
- choice of color and type face
- big machine results

Write for complete dealership information

from **99.50** plus F.E.T.

Featuring standard and 13" Carriage BUSINESS-RITER

METROPOLITAN TYPEWRITER COMPANY, INC.

Exclusive Distributors for the U.S.A.

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PEGBOARD ACCOUNTING SYSTEMS

for Accuracy—Efficiency—Ease of Operation

Note these Important Features:

1. At *one* writing multiple records are created.
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Multi-Rite is the Complete Line of Stock Pegboards and Stock Forms for:
Payrolls
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Loose Leaf Cesco Equipment

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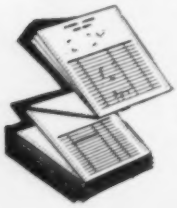
Another QUALITY development by American Lithofold. Exclusive "407" bond combined with special carbon paper . . . Proved *easier to read* right down to the 20th copy on electric typewriters.



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NO RUBBER FINGERS! NO MESSY SPONGES!

NOW! HANDLE PAPERS FASTER with amazing

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Greaseless . . . Stainless . . . Convenient

Creates tacky film on fingers . . . makes paper handling easier, faster, cleaner. At your stationer or send $1.00 for TRIAL OFFER of two full size containers . . . TODAY!

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RITE-LINE COPYHOLDER

WITH THE NEW TELESCOPIC EYEGUIDE

Accommodates all widths of copy from a machine tape to 20 inches. Price, including the new Telescopic Eyeguide: **$17.75** TAX EXTRA

FREE TRIAL OFFER. Write, asking us to send you a RITE-LINE Copyholder with the understanding you may return it without charge within ten days.

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WHO'S GOING TO TAKE HER PLACE?

With dependable office workers hard to get and harder to keep the only answer is more modern equipment. If you want to see how far mechanization can go in reducing your staff requirements, don't miss this year's

NATIONAL BUSINESS SHOW

OCT. 24th THRU 28th, 1955 1-10 PM DAILY

RUDOLPH LANG, Managing Director

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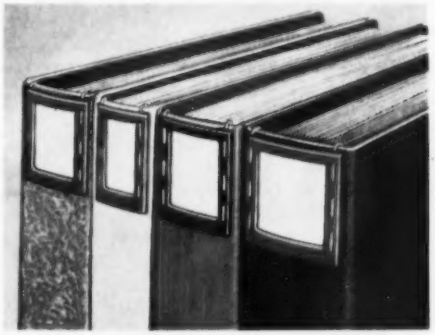
be sold through stationers. It is of convenient desk size and comes in various colors of simulated leather, as well as in real leather, gold tooled. Contains 25 alphabetical index guides, follower block and 50 blank cards. Can be applied or without black-enamel-on-gold initials, or with an advertising imprint on the underside of the cover. Lists from $3.95.

WASTEBASKETS

Nesco, Inc., Box 2043, Milwaukee 1, Wis., makes larger wastebaskets in 26-qt. and 46-qt. sizes, available in charcoal gray or olive green to blend with most modern office surroundings. Full information from above address.

RING BOOK LABELHOLDER

Perma Products Company, Box 25, Detroit 6, Mich., introduces its Kolor Klip Ring Book Label Holder. Fabricated in six colors from the finest plastics, they are guaranteed to provide years of lasting satisfaction. Kolor Klips are smooth and sturdy with distinguished styling. Two inserts are provided for every label holder with color acetate



windows optional for wider indexing use. With Kolor-Klips upwards of 36 different ring book indexing combinations can be made. Illustrated literature available.

NOT JUST ANOTHER FAN! *THERMO-COOL*

Portable Conditioner **is for Year 'Round Use**

This evaporative cooler requires no installation or plumbing. Just fill reservoir with water and plug in anywhere.

IN SUMMER: Thermo-Cool lowers temperature, clears air of dust, smoke and pollen. Rooms are cooler and cleaner.

IN SPRING AND FALL: Without water, Thermo-Cool keeps air moving, eliminates mustiness.

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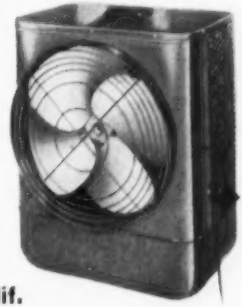
TRY a Thermo-Cool. You'll like its benefits. Only $49.95

Distributor and Dealer inquiries solicited.

SPITZKA MFG. CO., 235 Colfax St., N. Sacramento, Calif.



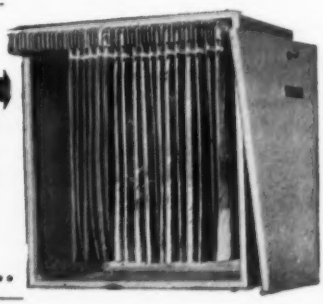
***READ-A-FILE* KEEPS YOUR STENCILS AND OFFSET PLATES ALWAYS AT SEE LEVEL**

The Read-A-File Cabinet is a protective file that keeps stencils and plates wrinkle-free. It permits full-length inspection and quick access to any one of up to 400 stencils or 200 plates. The hanger unit, with 50 clips, rides on ball bearings. Each clip is on its own rod and can be removed without disturbing the others. It's new and different.

DEALER INQUIRIES INVITED

METAL SPECIALTIES, Incorporated

2302 Bloyd Avenue, Indianapolis 18, Indiana



NEWS of the Office

OEANY Officers

Alwyn W. Ogden, office manager, Universal Atlas Cement Co., was elected president of the Office Executives Assn. of New York for the coming year and J. Arthur Grundy, assistant manager, advertising-sales promotion, Remington

Alwyn W. Ogden

J. Arthur Grundy

Rand, Inc., was elected executive vice president. Rudolph Lang, managing director of the National Business Show, was elected to his sixth consecutive term as secretary and P. S. Verwys, National Board of Y.M.C.A.'s, was elected treasurer. Martin B. Carter, associate professor of industrial relations and management, New York University, and A. B. Richmond, Burlington Mills Corp., were elected to the board of directors for one year terms.

AMA Executives

Lawrence A. Appley, president, American Management Assn., announced the election of Kenneth B. Ehlers, formerly controller of AMA, as its secretary. Mr. Ehlers will report to James O. Rice, vice president and general manager. He was succeeded as controller by Charles M. Skade, formerly assistant controller of S. H. Kress & Co. Mr. Ehlers came to AMA in 1941 as office manager, later served as conference arrangements manager, and has been controller since 1945. Mr. Skade was with S. H. Kress for 14 years; his earlier experience was with Hardware Mutuals and General Electric Co. He has served as a member of the AMA's Office Management Planning Council; as a director of National Office Management Assn., and as president of Office Executives Assn. of New York.

OMAC Officers

Paul Holly

Paul Holly of Aldens, Inc., was elected president of the Office Management Assn. of Chicago. Alvin J. Vosskuhler, International Harvester Co., is 1st vice president. Milton H. Anderson,, W. A. Alexander & Co., is 2nd vice president. Vernon C. Bartels, First National Bank of Chicago, was reelected treasurer. George A. Roubik continues as secretary. Directors are Marlen R. Loehrke, Foote, Cone & Belding; Robert W. Reynolds, Blue Cross-Blue Shield; Albert J. Escher, Cherry-Burrell Corp.; John R. Crowley, Hotpoint Co., Carmen A. Cerrone, A. B. Dick Co.; Richard G. McAdam, Bell Savings & Loan Assn.; L. R. Chase, Johnson & Johnson; George M. Bowlus, Continental Insurance Co. of N. Y.; G. Allan Julin, Chicago Title & Trust Co.; L. V. Smith, Pure Oil Co.; Jack C. Staehle, Aldens, Inc.

How to tell a "Better Mouse Trap" from a "Profit Trap"

Compactly set up on stands in tiers, the Vary-Tally can be supplied in any of 66 combinations, up to 8 banks high and 12 units wide with a minimum of 2 units wide. Also single units.

Count BOTH and 1,001 Other Items with

VARY-TALLY

Multiple-Unit Reset Counter

To know WHICH products, styles, sizes or flavors are "hot" and WHICH are dragging their feet — COUNT! Whether you are a manufacturer or merchant, distributor or dealer — Vary-Tallies can tell you quickly How Many of What, Where and When — Now as against Last Year, Last Month or Yesterday. Traffic engineers, estimators, laboratories, warehouses, offices, restaurants, mail and phone order departments, payroll people and many others find keeping score is no chore with a Vary-Tally. What do *you* want to count? Write for news sheet and prices.

- Easily Readable from Any Angle . . . Bold figures Always Centered in Window . . . No Glare
- Easily Portable
- All Parts Corrosion-Resistant
- Separate Counting Units Can be Rotated like Tires on a Car, to Distribute Wear Evenly
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PRICES REDUCED AGAIN

on commercial sizes of "SCOTCH" Cellophane Tape

MORE GOOD NEWS for tape users! Increased tape production capacity makes it possible to slash prices again on commercial sizes of "SCOTCH" Cellophane Tape. These new cuts mean you can now buy some sizes of this transparent, stick-at-a-touch tape for as much as 30% less than you paid only a year ago!

SEE YOUR SUPPLIER now for bargain rolls of "SCOTCH" Brand Tape and handy tape-saving dispensers!

The more tape we make . . . the less you pay for it!

SWITCH TO THIS neater, cleaner method of sealing, holding, mending—new price reductions make tape your *economy buy!*

NEW 3M PLANT CAPACITY MEANS MORE TAPE OUTPUT, LOWER PRICES

New 3M plant at Bristol, Pa.

Production of "SCOTCH" Brand Cellophane Tape is hitting new highs with the addition of new plant capacity at Bristol, Pa., and Bedford Park, Ill. These plants are specially designed to utilize modern production techniques and manufacturing shortcuts. By producing quantities of high-quality tape at lower cost than ever before, they are enabling 3M to reduce prices considerably on commercial sizes of "SCOTCH" Brand tape.

The plants are also located conveniently close to major tape-consuming areas, which results in freight savings that are also being passed along.

3M officials emphasize that reductions in tape prices are being made while maintaining the high standards of quality that identify "SCOTCH" Brand tapes. They also point

Reg. U.S. Pat. Off.

SCOTCH BRAND CELLOPHANE TAPE

THE TERM "SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADE-MARKS OF MINNESOTA MINING AND MFG. CO., ST. PAUL 6, MINN. EXPORT SALES OFFICE: 99 PARK AVENUE, NEW YORK 16, N. Y. IN CANADA: P.O. BOX 757, LONDON, ONTARIO.

3M COMPANY

ASA Annual Meeting

American Statistical Assn. will have commercial exhibits at its 115th Annual Meeting in the Hotel Biltmore, New York, Dec. 27-30. Theme of the exhibits will be "New Methods in Preparing Statistics." Companies interested in exhibiting may obtain information from Warren L. Schriver, American Statistical Assn., 1108 16th St., N. W., Washington 6, D. C. Approximately 7,000 persons are expected to attend the meetings which will be held in conjunction with six other professional societies.

Electronic Inventory System

Teleregister Corp. will install at the B. F. Goodrich Footwear & Flooring Plant, Watertown, Mass., the first electronic inventory control system in the rubber industry. This Magnetronic Inventory System is similar, in operating principles, to the Magnetronic Reservisors used by American Airlines to handle passe[illegible] reservations. The Goodrich sy[illegible] will produce on demand a tabular description of the numerical difference between quantities on hand and committed orders for any or all styles stocked by the company. It will also generate permanent records of individual transactions, for preparing punched card summaries for accounting or forecasting. The new system is expected to be in operation by January 1.

Insurance Accountants' Meeting

The 3rd Annual Conference of the Insurance Accountants Assn. of San Francisco will be held at the Sheraton-Palace Hotel, San Francisco, Oct. 18.

TSA Officers

Transcription Supervisors Assn. of New York installed the following officers last month: Theresa C. Landquist, Ebasco Services, Inc., president; Loretta F. Spacek, Bell Telephone Laboratories, 1st vice president; Dorothy J. Quinn, American Insurance Co., 2nd vice president; Helen J. Lesko, Union Carbide & Carbon Corp., corresponding secretary; Lillian N. Coyne, William Iselin & Co., recording secretary; Marjorie M. Taylor, Remington Rand Inc., treasurer; Catherine T. Fitzgerald, International Standard Electric Corp., assistant treasurer.

Computer Conference

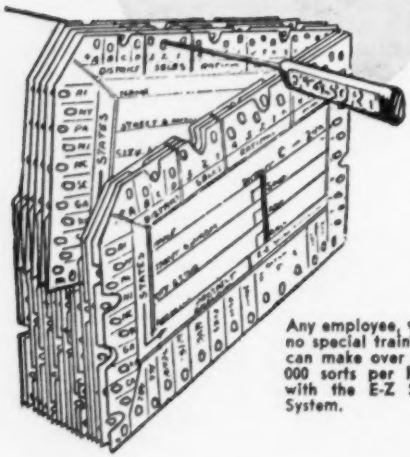
The Assn. for Computing Machinery will hold its annual meeting at the University of Pennsylvania, Philadelphia, Sept. 14-16. Persons wishing to present papers should submit three copies of abstracts, not over 120 words, to Prof. J. P. Nash, Digital Computer Laboratory, University of Illinois, Urbana, Ill., by June 15.

Furniture Service

In the ten years since its founding by Julius Barkman, Barkman Office Equipment Service has repaired or serviced some 800,000 steel file drawers in the New York metropolitan area, according to Charles R. McDermott, manager of service operations. The service is subscribed to on a scheduled basis by many large businesses. The firm does office furniture refinishing; resprays file cabinets, does re-upholstering

L. R. Chase, Wilbert E. Scheer and Charlotte Holland of Office Management Assn. of Chicago which won grand prize for the second year in the publicity contest of National Office Management Assn.

E-Z SORT has the ANSWER to your PROBLEM



Any employee, with no special training, can make over 60,000 sorts per hour with the E-Z Sort System.

CONTROLS . . . SIMPLIFIES . . . EXPEDITES

No matter what records you now keep, you will widen your controls, simplify your systems and expedite whatever work your records control—by switching to the E-Z Sort System.

Let us demonstrate the advantages you can gain with E-Z Sort records, tailor-made for any of your office or plant procedures. Write today for facts.

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Sole MANUFACTURERS of E-Z SORT Systems.
Over 50 Offices to Serve You.

work; and has a caster replacement service for overworked swivel chairs.

Summer Computer Courses

Wayne University Computation Laboratory, Detroit, offers the following four courses: Electronic Computers, June 6-11; Automatic Data Processing, June 13-18; Mathematical Programming of Management Problems, June 20-25; Numerical Methods and Advanced Programming Techniques, June 27-July 2. Fee is $125 per course.

Annual June Dinner

Records Management Assn. of New York will hold its annual June dinner at the Fifth Avenue Hotel, New York, June 13. Margaret Hudson will be mistress of ceremonies, Marshall Butler will entertain at the piano and Willard R. Espy of "Readers' Digest" will be the guest speaker.

National Conference & Exhibit Calendar

National Assn. of Cost Accountants, Waldorf-Astoria Hotel, New York, June 19-23.

National Office Machine Dealers Assn., Denver, June 26-29.

American Assn. of Hospital Accountants, Indiana University, Bloomington, Ind., July 10-15.

National Secretaries Assn., Read House, Chattanooga, July 21-24.

(Continued on page 167)

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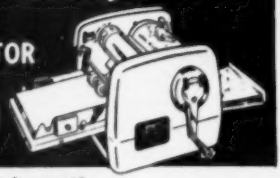

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The HEYER Corp., 1821 S. Kostner, Chicago 23, Ill.

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FOR BINS AND SHELVES—Available in three sizes.
PS-½ ½"x6" 30c per ft. PS-¾ ¾"x6" 35c per ft.
PS-1 1" x 6" 40c per ft.

FOR RING BINDERS
Smooth finished, durable metal construction—celluloid window protects and keeps label clean. Neat uniform appearance—lasts indefinitely.
SO-1 for 1" Ring Books..... .... .25c each
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SLIP-ON LABEL HOLDERS

FOR POST BINDERS
There is a Vinyl Plastic Label Holder for every type of open back binder. Will not warp or curl—made to Slip-On any size post.
PBS—½" x 2½" .... $0.20 each
PBM—1" x 2½" ..... .25 each
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Your paperwork problems with an integrated management service. A plan that offers all or any one of the following services to assure your company timely quality paperwork at minimum costs:

PAPERWORK MANAGEMENT AND WORK SIMPLIFICATION SEMINARS

SYSTEMS FOR: **Forms Control and Design**
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4-WAY SORTER

For sorting all kinds of office papers preparatory to final filing or posting. Can be used in four different ways — one side has alphabetical and daily leaves, the other side, monthly and numerical.

The Sorter is only 4" wide and light-weight, made of hammertone finished aluminum with spring aluminum alloy leaves and rubber feet.

A Desk Rack is available, to affix any Sorter to a desk.

STYLE	SIZE	LENGTH	WEIGHT
L-31	Letters	28"	24 oz.
C-31	Cards, Checks	25"	18 oz.
C-21	Checks	16"	12 oz.

If your dealer doesn't have the Amfile Sorter in stock, send his name and we'll see that you are supplied promptly.

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SLASH MASKING and SET UP TIME

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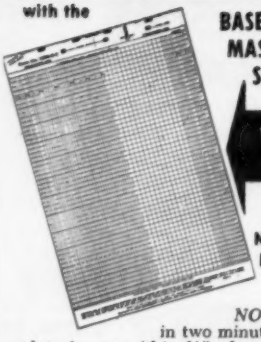

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NOW mask negatives in two minutes, pre-setting the plate image within ⅛" of correct position! It's easy with the precision-ruled BASE LINE MASKING SHEET! Slashes press set-up time, boosts output, cuts costs! Hundreds of users, coast to coast. WRITE for free samples, mentioning make and model press!

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"Sure, I can refill it! The **FISHER 1-for-All** *refill fits almost any ball point pen!"*

- **REDUCES INVENTORY**
- **PACKAGED 6 WAYS**

Fits Most Ball Point Pens!

Order from
YOUR STATIONER
Manufactured by
The FISHER PEN COMPANY, Chicago 13, Ill.

(Continued from page 164)

Assn. for Computing Machinery, University of Pennsylvania, Philadelphia, Sept. 14-16.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Oct. 1-5.

National Assn. of Bank Auditors & Controllers, Denver, Oct. 10-13.

Systems & Procedures Assn. of America, Sheraton-Cadillac Hotel, Detroit, Oct. 10-12.

National Institute of Governmental Purchasing, Shoreham Hotel, Washington, D. C., Oct. 16-19.

National Business Show, 69th & 71st Regiment Armories, New York, Oct. 24-28.

Insurance Accountants Assn., Shoreham Hotel, Washington, D. C., Oct. 26-28.

National Business Forms Associates, Edgewater Gulf Hotel, Edgewater Park, Miss., Oct. 28-Nov. 3.

Controllers Institute of America, Statler Hotel, Los Angeles, Nov. 6-9.

American Statistical Assn., Biltmore Hotel, New York, Dec. 27-30.

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A Fully Automatic Copyholder

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Compare for Convenience, Cost and Construction with ANY copyholder on the market!

Every typist can do better work with her own copyholder. Speed-Spacer is fully and accurately adjustable for automatic spacing from zero to ½". It takes steno books and sheets up to 9" x 12". Made of heavy gauge steel for years of trouble-free service. No installation required. See it at your dealer or write to SPEED-SPACER CO., 321 Greenwich St., New York 13, N. Y.

Bud® TYPE CLEANER

PINK PLASTIC PUTTY... that pulls the dirt out of typewriter type rather than washing it into the machine

Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape.

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each

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NEWS of the Industry

Burroughs to Acquire Todd

Burroughs Corp. will acquire Todd Co., according to plans announced jointly by John S. Coleman, president of Burroughs Corp. and George L. Todd, president of Todd Co. Subject to approval by Todd stockholders June 3, Burroughs will acquire the assets and business of Todd Co. in exchange for Burroughs stock. Although the products of the two companies are not competitive, both have for many years served substantially the same customers. Under the proposed plan of reorganization, Todd Co. will be conducted as an operating subsidiary of Burroughs Corp., with its own research, sales and manufacturing organization. Present officers, management and personnel of Todd will continue in their present capacities. In their joint statement, the presidents of the two companies said, "In the rapidly evolving field of automatic data processing, Burroughs Corp. and Todd Co. have made important advances in separate but closely related fields. This affiliation will undoubtedly enhance our ability to serve business and industry and will thus contribute substantially to future growth."

Pitney-Bowes' New Buildings

An $800,000 building program at its Stamford plant and offices was announced by Pitney-Bowes, Inc. Walter H. Wheeler Jr., president, reported that construction is scheduled to start on a new $400,000, two-story service and warehouse building of 50,000 sq. ft. The program also includes construction of a $400,000, four-story connecting wing to afford additional office space.

Bryon Weston Co. President

Robert Crane

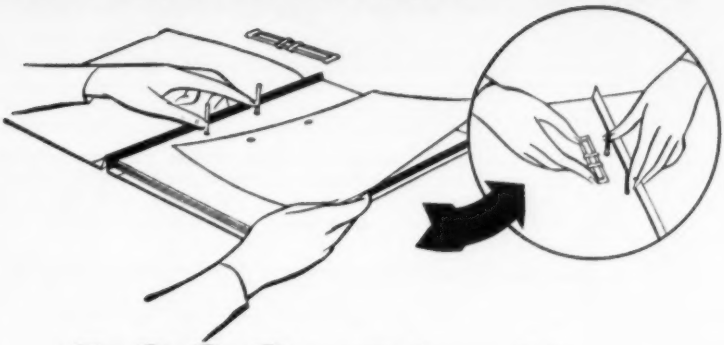
At a meeting of the board of directors of Byron Weston Co., Robert Crane was elected president of the company. Mr. Crane came with the organization early in 1929 as a salesman in New York. For the next eleven years he traveled throughout the U. S. in the same capacity. In 1940 he was called to Dalton as sales manager. During the following years, he served as a director, secretary, vice president and, since 1954, as executive vice president in charge of the company. Byron Weston Co. has been manufacturing fine paper for business and public records since 1863.

Borroughs Sales Manager

Elmer W. Niskala

Appointment of Elmer W. Niskala as general sales manager of Borroughs Mfg. Co. was announced by George Bennett, general manager. Mr. Naskala's wide background in the steel shelving and steel office furniture fields highly qualifies him for his important post, where he will direct sales of both the steel shelving and office furniture divisions. Starting with the old Van Dorn Iron Works of Cleveland in

BIND 'EM TO FIND 'EM!



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THE answers to safe filing, easy finding, no lost or strayed letters, orders, plans, invoices or reports may all be summed up in the famous slogan "Acco-bound papers are safe papers".

Accobind Folders will rid your files of soft folders, scattered papers, loose sheets, pins and clips. They'll save time, temper, money. They'll bring you security, system, efficiency.

Accobind Folders are made of durable pressboard, usable for years. Sizes available to meet every need. Ask your stationer to show them to you now.

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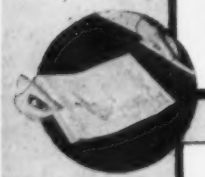
Lithographed Tabulating Forms — Whether you use a Custom form to your own specifications or one of the 29 Stock tab forms, you can be sure the Hano form will write faster, work easier, and look better . . . Hano Litho quality is the answer to your tab form problems.



Better Snap-a-Part Forms — For hand-writes or machine-writes, there is a Hano Snap-a-Part for every need. Made in individual sets with the finest Hano one-time carbons, a Hano form guarantees accurate registration, fine printing and the features for a satisfactory time-saving installation. Three general styles insure maximum efficiency at minimum cost.

For Continuous Form Speed — Stop "shuffling" forms and carbon papers, utilize the speed of continuous forms plus the sureness of one-time carbons with Hano Continuous Carbon Interleaved Forms for unusual flexibility to any billing or multiple-copy form typing operation. Sizes for every need.

Registers and Forms for Every Need — Hano Register forms are better working, better looking forms lithographed on eight standard colors of good register bond . . . special purpose papers also available. Sizes, types, colored inks and other special features for individual requirements. No more "lost" copies plague your records with Hano new Universal desk style or Aluminum Portable Registers.

NCR, TRANSLUCENTS, AND SUPER-COPY PAPERS ALSO AVAILABLE

PHILIP *Hano Company* INC.

MANIFOLD PRINTERS SINCE 1888.

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1926, he served in many capacities, from design to sales. In 1929 he transferred to Berger Mfg. Co., Canton, Ohio, when that company purchased Van Dorn's office furniture, locker and steel shelving division, and later served with their Cleveland branch. In 1945, he joined Interior Steel Equipment Co., and was branch sales manager at Pittsburgh until 1954 when he joined Borroughs.

New Coxhead Director

J. J. Oppasser

The stockholders of Ralph C. Coxhead Corp., at their annual meeting, elected the company's general sales manager, J. J. Oppasser, to its board of directors. Mr. Oppasser has been associated with the corporation for more than 25 years beginning as a salesman with the Vari-Typer division.

Head Kee Lox Sales

Charles K. Hellebush Jr., has been appointed general sales manager and J. Carroll Doyle as assistant general sales manager for Kee Lox Mfg. Co. whose products are sold through 32 branch offices in the U. S. in addition to foreign outlets. Mr. Hellebush started with Kee Lox in 1935. Prior to that he was with the R. H. Macy & Co. in New York. He was appointed district sales manager of Kee Lox in 1938 and has recently been in charge of branch office sales in the east. In 1954 he was elected to the board of directors. Mr. Doyle went with Kee Lox in 1921 as a resident salesman in Baltimore. In 1923 he was appointed manager of the Baltimore office. Three years later, district manager over southern branches and in 1938 district sales manager over western branches. In recent years Mr. Doyle has assisted in directing sales of all Kee Lox products from Rochester.

G-F Executives

The board of directors of General Fireproofing Co. announced the following managerial changes. Walter Bender, formerly president, became chairman of the board. Edward A. Purnell, formerly 1st vice president, is now president.

Walter Bender

Edward A. Purnell

Other officers are Alfred J. Ball, 1st vice president; Donald W. McClure, vice president in charge of sales; David K. Phillips, secretary and treasurer; Melvin F. Ogram, assistant secretary and assistant treasurer. Leon B. McCarthy is vice president—operations; Alfred H. Anderson, factory manager; John A. Saunders, manager—furniture sales; Lawrence W. Miller, manager—dealer sales; Fred W. Rowits, manager—contract sales; Harold H. Suender, manager—advertising and sales education.

David Kahn's 80th Birthday

David Kahn

On April 17, David Kahn, one of the deans of the pen industry and chairman of the board of David Kahn, Inc., North Bergen, N. J., makers of Wearever Pens and Mechanical Pencils, celebrated his 80th birthday. The event was signalized by a family gathering which included Mr. Kahn's children, his grandchildren and great grandchildren. Mr.

Underwood Corp. has consolidated its St. Paul branch office with the Minneapolis regional office to provide better sales and service in the Twin Cities. Both offices are in a modern one-story building at 4611 East Lake St., midway on one of the three main arteries connecting Minneapolis and St. Paul. Regional manager is S. B. Hammond.

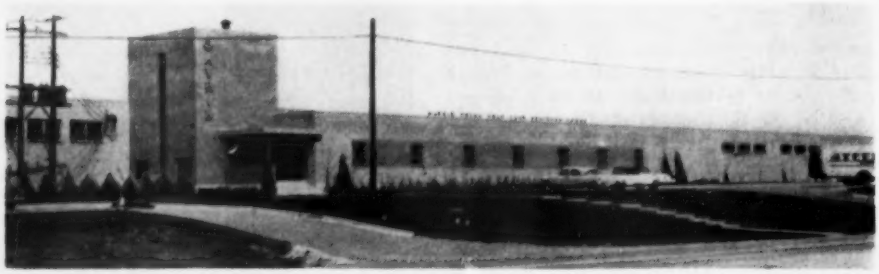
Kahn is one of the pioneers in the mass production of quality writing instruments and is responsible for many developments and innovations which are standard in the industry today. Still active in company affairs, he busys himself daily in new design work. A number of Wearever products introduced this year bear his unmistakable stamp.

C. E. Sheppard Anniversary

On May 20, C. E. Sheppard Co., Long Island City, N. Y., celebrated the company's 55th anniversary and the 80th birthday of its founder, Charles E. Sheppard who is chairman of the board. At a company party, bonuses and pins were presented to 58 employees with five or more years of service. The firm which started making the Tengwall Woodback Binder has broadened its lines until today Cesco catalogs offer several thousand different items in binders, visible record and machine posting equipment. Mr. Sheppard continues actively at work mostly on new product development and sales promotion programs.

Show Space Selling Faster

Space for this year's National Business Show in New York's 69th and 71st Regiment Armories Oct. 24-28, is 85% sold according to Rudolph Lang, managing director. Sales are running 20% ahead of last year at the same time. Mr. Lang pointed out that the show was being held approximately a month later than last year. He said, "Last year we were forced to hold the show in late September and ran into holidays, heat waves and home runs. Nevertheless, the show brought



A housewarming will be held June 11 by the Denison, Texas, branch plant of Arthur J. Gavrin Press, Inc., between noon and 5 p.m. All commercial printing and forms dealers in the Texas, Oklahoma and Arkansas areas are invited. Abraham Waroff is plant manager and Kurt Ellenbogen is office manager. James Briggs is Denison-Sherman representative.

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When competition gets keen . . . when buyers compare . . . sales depend on quality of product!

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Only paper of the proper degree of absorbency, uniform texture and freedom from impurities can assure you of uniform absorption in the coating process. Only paper created specifically for its use can give satisfaction in performance.

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—when he shows you how the punch holes at the top and bottom of the uncoated extension edge prevents you *typing too far down on the page*—you'll want to kiss him. If you're fed up with staying after 5 o'clock to retype letters get FINAL-LINE. Don't wait for the Salesman—call your dealer or write to us for free test sheets.

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N. Y. Office: 13, 110 Franklin St.

Detroit 18, 37 Linden St., River Rouge, Michigan

over 88,000 visitors from all parts of the country. More than 25,000 of them came from outside the city area. We had registrants from 41 states and 45 foreign countries. With the show back in its traditional October spot, we expect interest to be broader than ever. The national impact of the show emphasizes more than ever that New York City is the management center of the nation. It is, consequently, the center of the office equipment, machine and supply field." The Office Executives Assn., sponsor of the National Business Show, is making a survey of purchasing practices in the office equipment field. Preliminary findings indicate that firms with multi-plant and office operations often directed purchases from New York City headquarters. In cases where buying is done locally for one reason or another, purchases many times depend upon methods research done in New York, Mr. Lang stated.

Schofield Joins Faber-Castell

Charles H. Wyer, sales manager, A. W. Faber-Castell Pencil Co., Inc., announced that John Schofield has joined the sales force to cover the southeastern territory with headquarters at Atlanta. He will cover N. C., S. C., Ga., Fla., Ala. and eastern Tenn. He has had ten years experience in the stationery field, mostly with Carter's Ink Co.

Triad Contest Winners

Winners of the April "Can You Remember" contest conducted by Groveton Papers Co. in THE OFFICE Magazine, were announced by William C. Newsom, sales manager: Miss Loy, Kudner Agency, Detroit; M. J. Donghue, Graybar Electric Co., Detroit; Eleanor McCoy, Lee's Letter Shop, Hicksville, N. Y.; Mrs. B. N. DeGeguire, Union Bag & Paper Corp., Hudson Falls, N. Y. This contest consists of an ad appearing alternate months in which the name Triad is prominently displayed. If the reader remembers the name when he or she is called on the phone, they

receive a check for $10. Mr. Newsom stated, "It has been a gratifying experience indeed, to talk with the users of Triad, and to note the enthusiasm they express for our product."

Facit Appoints McIntosh

Stewart B. McIntosh

Stewart B. McIntosh has been appointed southeastern dealer-manager for Facit, Inc., it was announced by Erik A. Ohlsson, president of the firm which acts as U. S. distributor of Facit calculators, Odhner adding machines and Halda typewriters. Mr. McIntosh's sales territory will include Ala., Ga., Fla., N. C., S. C., Ky., and eastern Tenn. He has had extensive experience in the calculating and figuring machine field.

Christopher Joins Hano

Barton P. Christopher has joined the sales department of Philip Hano Co., Holyoke, Mass., manufacturers of printed business systems, according to Norman L. Hanna, general sales manager. Mr. Christopher was formerly with S. C. Toof & Co., Memphis, as manager of their forms systems department. Mr. Hanna said: "We believe that Mr. Christopher's experience in our field plus the fact that he has worked closely with us for the past five years, will be a great help in our present sales expansion program."

Friden Sales Leaders

Fiesta de los Conquistadores, Friden Calculating Machine Company's annual sales convention, brought more than 200 top producing sales representatives to Del Monte Lodge, Pebble Beach, Calif., May 2-7 for a program of business sessions and recreational activities. All attending recorded outstanding sales ac-

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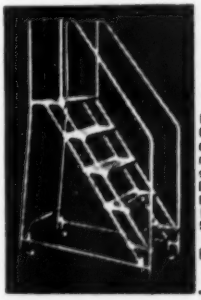
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complishments during the year: 61 participated in their fifth meet, and 21 for the fourth time.

Monroe Sales Divisions

In a reorganization of its sales territories, Monroe Calculating Machine Co. appointed three new division managers, it was announced by Monroe's president Fred R. Sullivan. Michael F. Heffernan was named central division manager; Charles A. Holaday, southwestern division manager, and Robert A. Winans, manager of the eastern division. Mr. Heffernan, who has been branch manager at the Tulsa office since 1943, will have headquarters at Monroe's Chicago office, from which he will supervise 38 sales and service branches in the middle west. Mr. Holaday will remain at San Antonio, where he has been branch manager for nine years, and will head 20 branches in the southwest. Mr. Winans, who joined Monroe in 1929, will be stationed at Brooklyn with jurisdiction over 19 branches in the new eastern division.

New in Carbons & Ribbons

The A. B. C. Ribbon & Carbon Corp. has been established with factory at Elizabeth, N. J., and offices at 321 Broadway, New York 7. The firm is comprised of experienced men in the industry in-

Harold W. Clopp (second from left), Trenton, N. J., Brand Name Retailer-of-the-Year. Runners-up were Joseph T. Kilpatrick of Carithers-Wallace-Courtenay, Inc., Atlanta; Richard J. Feffer of Business Equipment Corp., Boston, and George A. Baker, Elyria, Ohio.

cluding Murray Folk, president; Frank Kretchmer, vice president and treasurer; Thomas Lee, vice president; Robert Wallach, secretary. Mr. Folk is in charge of sales and Mr. Kretchmer supervises production at the factory. The company markets its products through the trade.

Columbia Export Manager

Hermann Lutz

Columbia Ribbon & Carbon Mfg. Co., announced the appointment of Hermann Lutz as export manager. Mr. Lutz joined Columbia as assistant export manager in 1934 and has served in that capacity up to his recent promotion. Formerly he traveled around the world for W. A. Sheaffer Pen Co. as assistant export manager. During his association with Columbia, Mr. Lutz has utilized his intimate knowledge of the office supply and stationery field to introduce Columbia's ribbon, carbon, and offset products throughout the world, establishing, maintaining and servicing retail outlets.

Peirce Sales Manager

Charles P. Peirce, president of Peirce Dictation Systems, Chicago, announced the appointment of T. E. Rietesel as sales manager. Promoted from sales promotion manager with the Peirce organization, Mr. Rietesel has been connected with sales and sales promotion work for many years and was associated previously with Outdoor Advertising Assn. as manager of the local business development department. He will devote his attention to the development of the Peirce distributor and dealer organizations throughout the country, an activity which in the past several months has resulted in setting up of distributors and dealers in many cities in areas not previously represented in the Peirce sales picture. He will help

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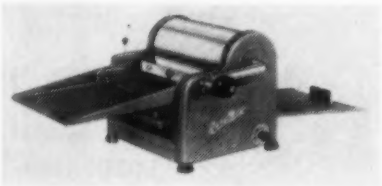

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Peirce dealers and distributors in their local sales programs and in factory co-operative planning.

Plus Appointments

H. R. Mathieu, president, Plus Computing Machines, Inc., announced the following appointments: E. Donald Klein, manager, Mountain States, with offices in Denver; C. B. Moore, manager, Cincinnati area; William Buell, manager, Detroit area; Robert Darling, manager, Milwaukee area replacing Mr. Buell.

For Codo on West Coast

A change in west coast representatives was announced by Codo Mfg. Corp. Moving from the Minneapolis territory, Charles J. Cordray will handle similar sales and service functions for the west coast with headquarters in Los Angeles. He has a background of more than seven years with Codo and previous experience in carbon papers and ribbons. He is a native Californian.

Weber Representative

Promotion of Donald Leech to district sales representative for Weber Marking Systems, Div. of Weber Addressing Machine Co., in the Milwaukee area, was announced by C. E. Ritter, general sales manager. Mr. Leech, who formerly represented Weber on Chicago's north side, will handle the company's complete line. His address is 21434 S. 18th St., Milwaukee 15.

Round-the-World Trip

Franklin E. Rising Jr., Bankers Box Company's west coast representative, is making a round-the-world trip by air to contact leading office equipment distributors in every major country. He left Los Angeles April 12 for Honolulu. On this leg of the journey he was accompanied by H. L. Fellowes, chairman of the board of Bankers Box Co. On July 18 Mr. Rising will return. In his absence Willis Clark will contact domestic trade in his territory.

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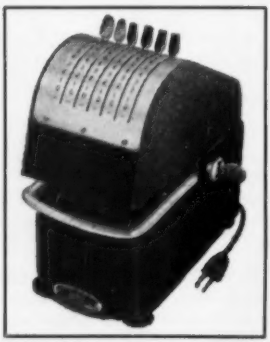

AJAX TIME STAMP CO., INC.
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Metalcraft Appoints Hitchcock

Harry W. Hitchcock has been appointed district sales manager for Metalcraft, Inc., in Minnesota, Iowa, Nebraska, North Dakota and South Dakota it was announced by E. I. Weiseth, president of the Mason City, Iowa nameplate manufacturing firm whose products are sold under the tradenames of Autographs, Serially Numbered Autographs and Numbergraphs. Mr. Hitchcock, who makes his headquarters at 5312 York Ave. South, Minneapolis, has been a Metalcraft sales representative since 1951.

Harvey Rockwell Retires

Harvey P. Rockwell, vice president in charge of wholesale sales, Yawman & Erbe Mfg. Co., retired April 30 after 51 years of service to the company and the industry. At a dinner in his honor, Charles W. Schreiber, executive vice president, was host. Master of ceremonies was Donald C. Swan, manager of agency-dealer sales. Gifts were presented by Douglas W. Gambrill, president; Charles G. Stiles, district manager of N. Y. State; and Frank A. Kraft, Buffalo branch manager.

Arrow Fastener Co. received a National Variety Packaging award for this stapler package designed by Edward Sigler Advertising.

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Sales Planning Director

C. Joseph Genster

Appointment of C. Joseph Genster as sales planning director for Charles Bruning Co. was announced by Herbert F. Bruning, president. Mr. Genster comes to Bruning from the Cleveland office of Booz, Allen & Hamilton, where he was a marketing consultant. He was previously with Club Aluminum Products Co. and Stein, Roe & Farnham.

Meilink Expansion Continues

The third phase of a new construction and rebuilding program at Meilink Steel Safe Co. has been completed according to Stanley R. Akers, president, and plans are being readied for phase four. The program began in 1948 when 3,600 sq. ft. of new welding and storage space were finished. In 1953, a two-story general office and insulated file assembly area totaling 4,900 sq. ft. were completed. The third phase involved rebuilding 13,500 sq. ft. for tool, punch press and safe erecting departments. Phase four involves new construction totaling approximately 11,000 sq. ft. to house de-greasing and painting departments which will tie-in with the conveyor system in the insulated file assembly area. When final building of the 100,000 sq. ft. plant is complete, Mr. Akers said, the entire manufacturing system will be conveyorized. Meilink also has manufacturing facilities at Bellevue, Ohio, and Flat Rock, Mich.

Distribute Swedish Staplers

Appointment of Tubin Engineering Co., 3906 Cohasset, Burbank, Calif., as national sub-distributors of Swedish made Goliat and Seco Staplers, was an-

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nounced by Tippa Products Corp., Los Angeles, national distributors. Mike Leishen heads the sales and managerial department of Tubin Engineering and plans to continue a policy of sales directly to dealers under his personal supervision.

Royal McBee Appointment

Herbert White, formerly representative and office supervisor of McBee Co. in New York, has transferred to Royal McBee Corp. where he takes over an important assignment in the systems and procedures department.

3M Promotes Woodrow

Promotion of David M. Woodrow to sales supervisor, duplicating products division, was announced by Minnesota Mining & Mfg. Co. He will supervise duplicating products sales in areas covered by the 3M branch offices in Cleveland and Cincinnati, Detroit and Grand Rapids, St. Louis, Dallas, Chicago and St. Paul; and continue to make his headquarters in Chicago.

Engel Joins G.B.W.

William Recht, president of Gaetjens, Berger & Wirth, Inc., announced that Adolph Engel has joined the G.B.W. sales organization. Mr. Engel was formerly vice president of Charles Hellmuth Printing Ink Corp., having served there for 38 years.

Counter card, which tied-in with a window unit, held test-typing sheets to allow dealers' customers to try the R. C. Allen VisOmatic Typewriter.

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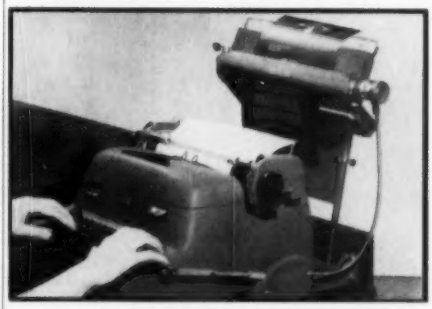

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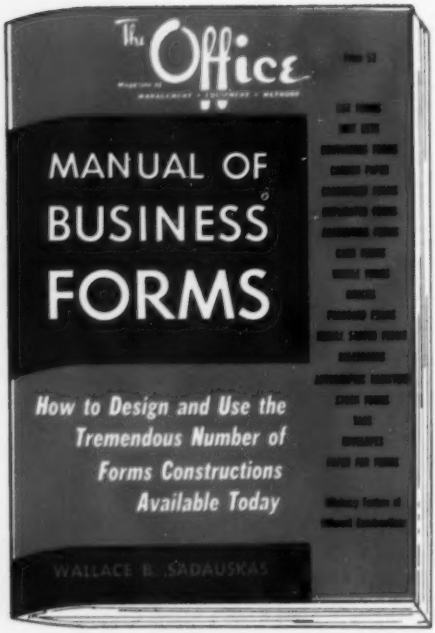

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Eleven of the 12 top salesmen and servicemen in the nation for Clary Corp. with two home office executives at an award dinner banquet in Pasadena. L. to r. are Sidney Wexler, Richard Hayward, Harry Woodson, Lloyd Bridges, A. H. Baime, M. Jay Merrill, Hugh L. Clary, president; J. W. Stallings, general sales manager; Leroy Holdsworth, Mark Sherhart, Frank Holowell, Norman Leppo, Allen Wien.

Winners of Victor Adding Machine Company's holiday trip at the Chicago plant. L. to r. are Mark McGillis, Breese Provost, Don Strehlow, Walter Johnson, A. T. Waterman, Sam Gibson, Roy Stanford, Joe Romano, A. C. Rucker and Mike Romano.

Some visitors to the booth of International Cash Register & Parts Co. at the 1955 convention of the Independent Cash Register Dealers Assn. L. to r.: Bob Carver, Guy Edmunds of International Cash Register & Parts Co.; Howard Luckow, F. M. Farrell, Lou Liss, Kyle Leeds of Federal Cash Register Co.; H. B. Opheim.

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Monroe Executives

P. D. Williams

P. D. Williams has been named assistant general sales manager of Monroe Calculating Machine Co., it was announced by Fred R. Sullivan, president. Mr. Williams, who has been with Monroe 22 years, was formerly sales promotion manager of the company. Taking over the post of director of sales promotion and advertising is E. P. Sickels. R. F. Keiling is the new advertising manager. W. L. Montgomery, formerly sales manager, has been assigned to the newly-created post of director of government sales at Washington, D. C.

Research Building

Construction has begun on a $350,000 addition to the Port Edwards mill office building of Nekoosa-Edwards Paper Co. to house expanded research facilities, engineering, power and technical department offices. The two-story, 60 by 130 ft. structure will be connected to the south end of the present building.

New Machine, Old Name

The new 10-key adding machine made by Felt & Tarrant Mfg. Co. is called Comptograph. Dorr E. Felt invented a Comptograph adding machine around 1900 but its manufacture was discontinued to concentrate on the Comptometer. Now the new machine bears the old name.

Dictaphone Vice President

Harry F. Jopp, secretary and treasurer of Dictaphone Corp., has been elected a vice president, it was announced by C. K. Woodbridge, chairman of the board. Mr. Jopp will continue to serve as secretary and treasurer.

Eastern Corp. Sales Changes

George W. Griffin, sales manager of Eastern Corp., announced the return of Roland S. Collins to the company's sales staff. Mr. Collins will headquarter in Atlanta and will cover the south and southwest territories. He has been associated with Eastern since 1916 with the exception of a short interval during which he was connected with the Brightwater Paper Co. Joseph A. Purtell, sales representative of Eastern's Philadelphia office, was transferred to the New England district where he will headquarter in Boston.

Edison Appoints Goddard

Charles Howe Goddard has been appointed assistant manager of the Voicewriter Division of Thomas A. Edison, Inc., it was announced by George E. Stringfellow, vice president and general manager of the Voicewriter Division.

Royal's London Director

William Simpson Bell

D. B. Starrett, president, Royal McBee International, has appointed William Simpson Bell managing director of Royal's London, England, subsidiary. Mr. Simpson Bell, an outstanding representative, sold Royals in Edinburgh for many years and has devoted himself to making records, creating business and building Royal prestige to a dominant position in Edinburgh, Scotland.

A. William Wilbur, formerly financial manager for Royal's Leiden, Holland, subsidiary, was advanced to director of finance for Royal McBee International. Peter Schutz, formerly chief accountant at Leiden, was named financial manager for Royal's subsidiary there.

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each letter was placed in its present alphabetic position. Other reports give information about filing analysis and equipment. Titles are: Files and Filing; Filing Activity; Letter and Legal Size Files; Special Files; The Imperfect Alphabet and the Filing of Names; and You and the History of the Alphabet. Written by Gordon L. Mattson, Chicago management consultant.

***TRAINING PERSONNEL FOR THE COMPUTING MACHINE FIELD** edited by Arvid W. Jacobson. Wayne University Press, Detroit 1, 104 pp. $5.*

The proceedings of the first conference on the educational and manpower problems brought about by installation of electronic computers and allied equipment.

***HOW TO PREPARE AND USE JOB MANUALS** by Marguerite Holbrook Watson. William-Frederick Press, 313 W. 35th St., New York 1, 38 pp., $1.*

How to make a job manual and keep it up-to-date with a minimum of effort. Prepared especially for supervisors.

***PLANNING, MANAGING AND MEASURING THE BUSINESS.** Controllership Foundation, 1 East 42nd St., New York 17, 62 pp., $2.*

This case study of management planning and control at General Electric Co. tells how that function is coordinated with company philosophies, polices and organization. It explains the use of special staff skills and consulting services of the company in group planning and control operations, and tells how each product group's planning and control is integrated with that of other business components within the corporate entity. The report describes measuring techniques, such as operations research, statistical analysis and engineering logic.

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As We See It

More Help Needed

MANY AREAS of the country are still finding it difficult to get, and hold on to, clerical help — especially females in the 18-40 age group which seems to be the type most sought after by office personnel executives. Various recruiting methods have been used, some with success, but even the latter are of dubious value when the girls terminate just about the time they've learned their jobs. In most cases, the problem is out of management's control because there are offices which pay the going rate or higher, and include all the pie-in-the-sky benefits, yet cannot keep sufficient help on the payroll at all times.

The reason seems to be that things are just too good. Many women, who are not the main breadwinners in their families, do not have the urge to work steadily. They're continually on the lookout for a change. Money has been, and always will be, the strongest inducement to workers. When the need for money is not great, and there is a limit to what can be paid, the workers' whims take over.

It is easier to hire and hold temporary than full-time help. Part-time jobs allow employees more time to themselves. The job becomes more attractive since it breaks up their week and gives them all the money they seek. Married women, including ones with fine office training, can be attracted to part-time work. Older women with good experience also are available for both full and part-time work, and it is too bad that more offices don't accept them. Older workers have proved to be most reliable.

The real heartbreakers to the personnel department are the bright youngsters who eagerly accept a job and make fine progress during their training. Then, shortly after they start producing, they announce they're leaving—for another job, to marry, or for just nothing in particular. Of course there is a reason, but it may be that a friend works elsewhere, etc., and what can management do about that?

Automation will require help with far more specialized training than today's clerical workers. Losing these highly trained people, as we lose help today, will be much more costly. Maybe the additional training will make them like their jobs better and give them a higher sense of responsibility. In the meantime, a lot of common clerical tasks have to be done and there are not enough people who want to do them—day-in and day-out. Rather than a solution being in sight, the problem is likely to grow and spread to other areas if business continues to improve.

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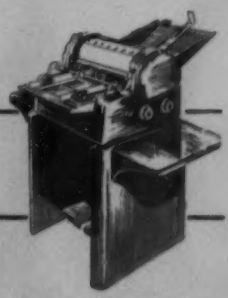

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